773689

January 1914

The Coach

1914-1916

MANUFACTURERS
PUBLICITY MAGAZINE

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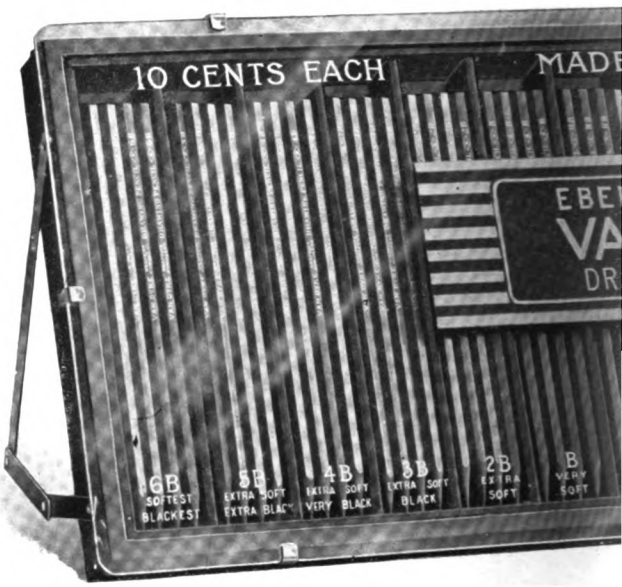
FREE—A VAN D

A no more tactful and efficient salesman can be had than the handsome *Van Dyke Easel Show Case*—22" long, 9" wide and 1½" deep—subdivided in *15 compartments*—one for each of the *15 degrees* of hardness, in which this prize winning *Van Dyke Drawing Pencil* is made.

Adopted by the U. S. Government for Department Drafting Rooms



How to Get a Van D

With your *initial order* for *Van Dyke Drawing Pencils,* (not less than five gross,) we will send you, express prepaid, a *Van Dyke Show Case*—*without conditions*—except that it be prominently displayed in your store and containing

EBERHARD FABER

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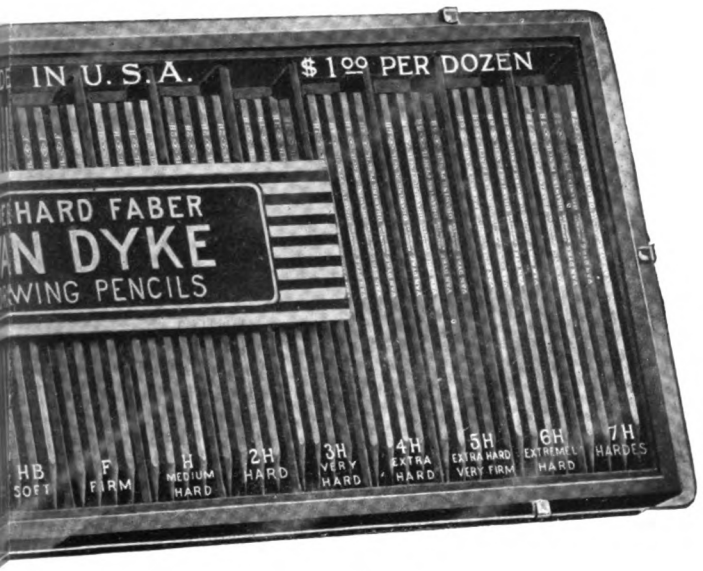
)YKE SALESMAN

A fine plate glass covers the front, the interior is decorated in green velvet. The lettering on each compartment, indicating the grade, is in gold. This show case can be used either as a flat counter display, or an easel show case.



Awarded Gold Medal by Panama-Pacific Exposition

)yke Show Case—FREE

—Van Dyke Drawing Pencils, No. 600 Hexagon—Yellow Polish

This pencil, in 15 degrees of hardness, 6B-softest to 7H-hardest, is made by *The Oldest Pencil Factory in America. Don't wait* —Send your order *now—Today.*

warded Grand Prize and Two Gold Medals by the Panama-Pacific Exposition

New York

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DISPLAY CARDS THAT HELP

No. 21—21″ x 11″

No. 25—11″ x 8″

No. 24—1

WE have, at unusual expense, prepared for the dealer, a series of artistic display cards as here illustrated. These are lithographed in many colors, the designs and execution being exceptional for their beauty. Any one of them would prove an adornment to your store and an attraction to the consumer.

These will be supplied free to dealers. Select the sign or signs you desire and order by number.

No. 22—21″ x 11″

Window Display of Van

An expert window dresser was commission that would be an attention producer and help m

An attractive window display bespeaks pro you, *free of charge*, the necessary material and di dow, similar to the beautiful display shown in p

EBERHARD FABER **Oldest**

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THE DEALER MAKE SALES

11" x 11"

No. 26—12" x 7½"

No. 23—21" x 11"

Dyke Drawing Pencils

ed by us to design a Van Dyke Window Display ake sales. The result is shown in the above cut.

gress and enterprise. Write us and we will send ections for making a display in your show win- cture. Let us help you. Write us today!

Lead Pencil Factory in America

A Permanent Metal Sign

This sign illustrated below is richly lithographed with background in dark green tones and the lettering in gold. The embossed frame effect serves to set off and embellish the sign, which is wired ready for hanging. It is made of metal and intended for permanent use.

Lithographed in Colors

No. 20—21" x 9½".

NEW YORK

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The World Pencil

The Sun never sets on the American Flag

Whether in Japan, China, India, the Straits Settlements, Australia, South Africa or South America, this pencil is "carrying on."

VAN DYKE DR

In 16 accurately graded degrees—6B s

When the Architects, Engineers and Draftsmen of the United States are laying aside their "Van Dyke" Pencils at the close of a busy afternoon, men in similar occupations in the Far East are sharpening *their* "VAN DYKE" Pencils in readiness for a new day.

EBERHARD FABER

Oldest Pencil Factory In America

Say You Sa

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"Van Dyke" Symbol of Quality

wise, the Sun never sets on the activities of the

The Sun that sets on San Francisco Bay casts its morning rays over our Philippine possessions.

WING PENCIL

to 8H hardest—Hexagon—Yellow Polish

In the allied and neutral countries of Europe the "VAN DYKE" is giving splendid service. It is indeed a "World Pencil." Are you stocked? If not, order today. Recommend "VAN DYKE" to your customers.

NEW YORK

Business established in New York in 1849

"The Coach"

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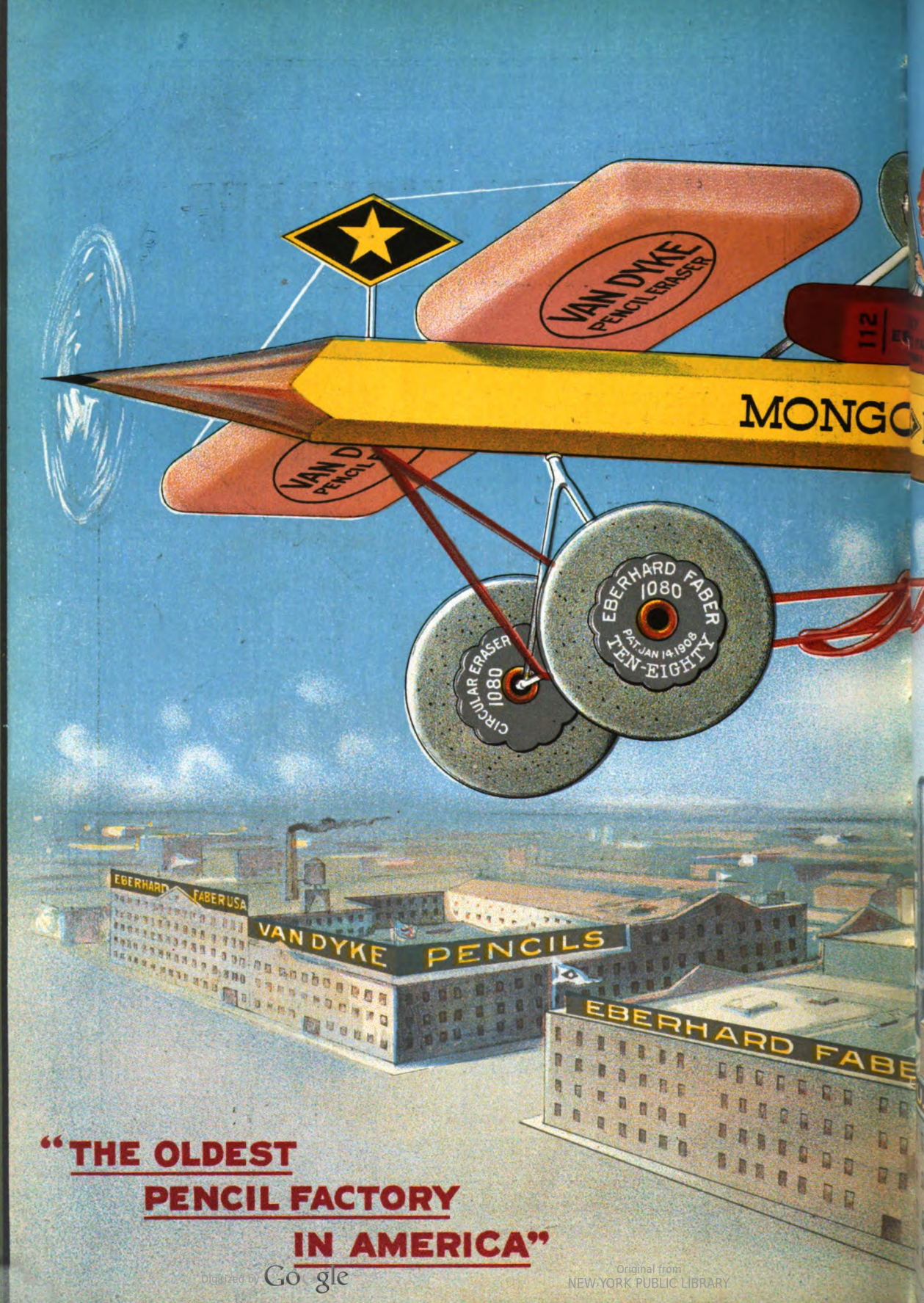

"THE OLDEST
PENCIL FACTORY
IN AMERICA"

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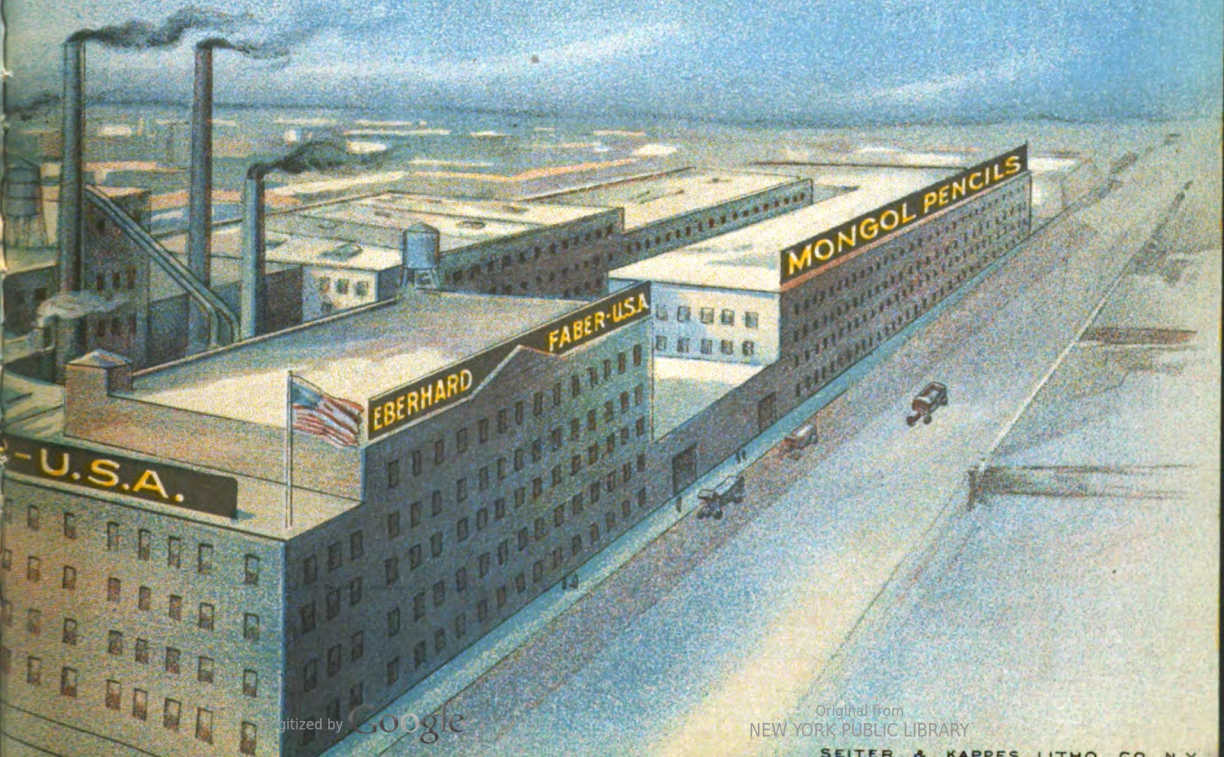
CARRYING THE MESSAGE OF SERVICE AND QUALITY

TRADE MARK

EBERHARD FABER U.S.A-482-No2



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SEITER & KAPPES LITHO. CO. N.Y.

How's this for Profit!

OVER 80% profit in two weeks! Our customers tell us that the contents of this display stand is completely sold out in that time! It holds 12 doz. assorted pencils; 2 doz. assorted pen holders; 1½ doz. assorted erasers.

Total returns on sales	*$13.19*
Cost of stand complete is	*7.25*
Your Profit	*$ 5.94*

Display this stand and the Eberhard articles will sell themselves. And think of it—80% profit in *two* weeks! *How many turnovers a year?* Order at once—the coupon is for your convenience.

And now a better plan for Window Displays!

OURS is a unique and superior plan of wind service. A vast improvement over the old stereotyped display which was necessarily to fit the varying needs of the dealer onl played to its best advantage once and the become shopworn, discolored and useless

Our plan is to loan the display for a period or more. By this method we are enable provide new materials and right up-to-th plays that are unusually attractive and, important, specially designed to fit the of the dealer.

We are always ready to co-operate and interest compelling window displays *at al* us for further information and detail service.

EBERHARD FABER
37 Greenpoint Ave., Brooklyn, N. Y.

Gentlemen:—

Send one of your revolving metal stands with contents as described above, for which we will remit $7.50 within 10 days after receiving cabinet.

25c allowance for cash with order, or $7.25 if check is sent with order.

Name.....

Address.....

.....

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better plan
Displays!

r plan of window display
t over the old method of
is necessarily improvised
ne dealer only to be dis-
once and then shelved to
and useless.

for a period of two weeks
are enabled to always
ht up-to-the-minute dis-
ctive and, what is more
to fit the requirements

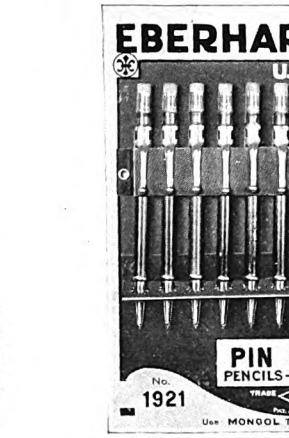
erate and supply these
plays *at all times!* Write
details on this display

Here's a new Eberhard Leader!

The 1921 Pin Point Propelling Pencil!

THE mechanism of this pencil is extremely simple. It is merely necessary to turn the cap and the lead is propelled by means of a pin screw device which pushes it forward. To shorten the lead screw cap the other way and push back the lead to the desired length.

To refill, screw off cap, take a lead from the magazine, and insert it in the opening in the point of the pencil.



Economical and Handy

Magazine with six extra leads

Soft pink rubber tip

Strong nickel plated clip

"Easy Grip" fluted barrel

Handsome display card creates steady sales—write for prices

Mongol Thin Leads No. 3046

These are the thin leads of the famous Mongol quality used in the PIN POINT PROPELLING PENCIL No. 1921 or suitable for any standard thin lead mechanical pencil.

1 dozen leads in a tubular wooden box.

½ gross boxes in a carton.

EBERHARD FABER

"The Oldest Pencil Factory in America"

NEW YORK

TRADE MARK

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The New "Clamp"

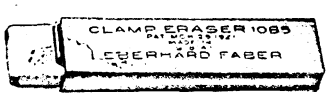
Compact, Economica

SHOW your customers the newest Eberhard Faber eraser—the "Clamp."

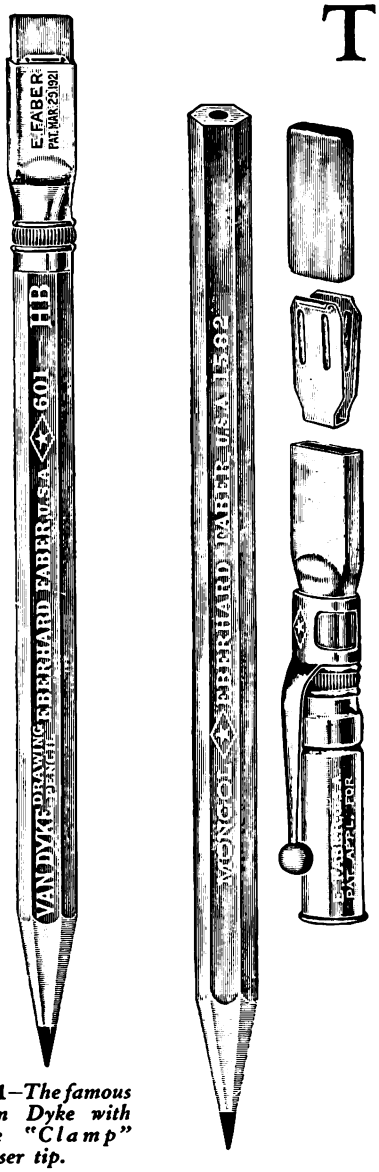
This new eraser surpasses anything that has ever been used on pencils.

It is made of the best, soft, pliable, rubber. It is extremely practical because it can be lengthened as

1682—Point Protector w Plated, 2¾ inches long. No. 1582.



1085—The "Clamp" eraser for office use.



601—The famous Van Dyke with the "Clamp" eraser tip.

1582—Mongol Pocket Pencil has a point protector with the "Clamp" eraser tip.

332—The new "Reserve" barrel, half length "M "Clamp" tip.

IT CLEANS
AS IT ERASES

TRADE MARK

EBERHAR

"The Oldest Pencil

NEW

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")—An Ideal Eraser

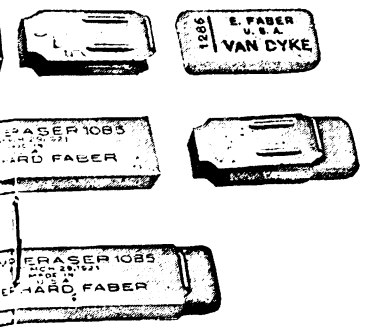
cal, Practical, Efficient

it wears down. The annoyance of having a long pencil without an eraser is no longer necessary.

The "Clamp" is particularly useful for artists, architects, draftsmen, and others who need an eraser that will leave the paper clean and smooth after the pencil marks have been removed.

Offer this new sales point to your trade.

with "Clamp" tip. Nickel g. Same as on "Mongol"



The ink eraser at one end and the pencil eraser at the other, make it a very handy desk tool.

" pencil lengthener—fluted Mongol" pencil, and the

1548—*Flat Pocket Pencil. Nickel case, reversable metal end, and "Clamp" tip.*

1584—*Mongol Pocket Pencil—3½ inches long, fitted with the "Clamp" tip.*

RD FABER

Factory in America"

YORK

TRADE MARK

SEND TODAY
FOR SAMPLE

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Easier Selling

Anything that facilitates buying helps sales. One of the leading stationery stores of Philadelphia is arranged with this end in view. The store is laid out in departments and each department numbered. Over each department is displayed a large sign with the name of the department and the number. An usher at the entrance door directs the customer, by number, to the department he wants. Many customers have favorably commented upon the convenient arrangement of this store.

* * * * *

In a narrow store center-aisle cases should be built low. Low center-aisle cases in a small store make the store look larger than it really is.

* * * * *

"For a long time I didn't know exactly why I liked John Brown's store," remarked a manufacturer the other day, "but I've taken the trouble to analyze the 'whys' and I've come to the conclusion that it is because the place is so conveniently arranged, orderly and neat Smith & Co.'s prices are about the same, but I don't like to go there because their place is more like a junk-shop than a stationery store. I seem to have been unconsciously drawn to Brown's."

* * * * *

No one thing is more important in a store than good light, and of the three systems of lighting—direct, semi-indirect and totally indirect—the semi-indirect system has been demonstrated to be the best in most cases. In the semi-indirect system the direct light is about 20 per cent. and the indirect about 80 per cent. of the total light. The trouble with the direct light is that there is too much glare; the indirect light is too even, and all shadows are eliminated. There are some shadows with the semi-indirect way which makes it more "natural" and the best system for store lighting.

A Mongol Monody

(After Spotless Town)

The "Mongol" is of great renown
From 'Frisco Bay to Boston Town
With yellow polish and many grades
Used by professions and all the trades,
A lead so smooth, all will bestow
Their praise upon Mongol-io.

A Rubric

(Apologies to Miss Phoebe Snow)

"Ruby" Bands are all the go
From Canada to Mexico.
The color's bright, no "dust" in sight,
No flaws to right that might indict
This "Ruby" band--the heart's delight

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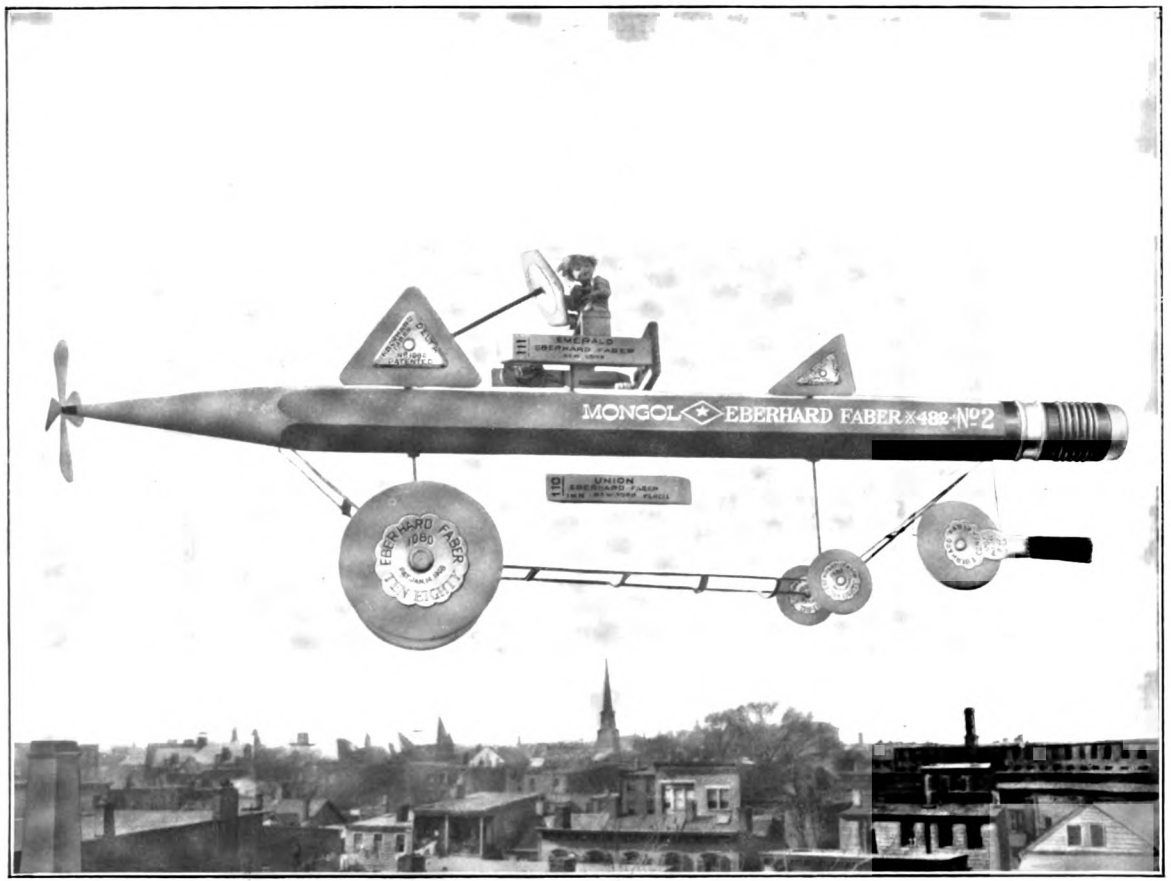

A "MONGOL" MONOPLANE

This record breaking, heavier than air machine has flown uninterruptedly, without pause or puncture, from Maine to California from the Northern Lakes to the Southern Gulf, supplying the stationery trade with the incomparable "Mongol" Pencil, "Ruby" Rubber Bands and the entire line of *Eberhard Faber products.*

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Capitalize Your Show Windows

An attractive window display bespeaks enterprise and draws new customers

We Will Help You Dress Your Windows

The exhibit shown in above illustration is about four feet in width, beautifully lithographed in colors and forms a nucleus around which you can easily build a most effective window display. Write for particulars.

EBERHARD FABER

NEW YORK

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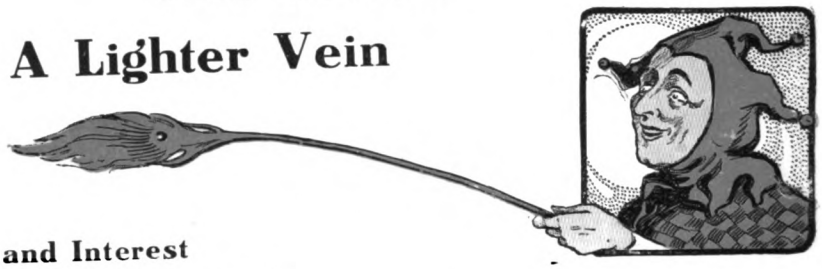
In A Lighter Vein



Principal and Interest

A rich, but ill-favored New York girl married a spendthrift nobleman. Everybody predicted disaster, but strange to say, it proved happy. While discussing the marriage, a prominent New York society woman remarked:

"Oh, yes, you see the girl won't let her husband touch a penny of her principal—and that you know, keeps up the interest."

He Got His Meal

Housewife—You seem to be an able-bodied man. You ought to be strong enough to work.

Traveling Pete—I know, mum. And *you* seem to be beautiful enough to go on the stage, but you evidently prefer the simple life.

* * * * *

Faith may move mountains, but it takes work to tunnel them.

* * * * *

The man who faces the world is not so apt to be talked about behind his back.

Trying To Figure It Out

"What's the matter with young Makegood?" asked the head of the big concern. "He seems to be pre-occupied. What's he got on his mind?"

"His soul is torn by two conflicting emotions," replied the manager. "Ever since you raised his salary to $4000 a year he has been trying to make up his mind whether to stay single and pay the income tax or whether to get married and dodge it."

* * * * *

Any man who can make money can make friends, but he can't always keep either.

* * * * *

Trouble never dodges the fellow who is looking for it.

* * * * *

Suspicion always finds what it is looking for—if it looks long enough.

* * * * *

Good deeds never die, but lots of them seem to go in a trance.

OUR STAR

A gentleman recently went into a stationery store and pulling from his pocket a Mongol pencil, said he wanted a pencil just like it—that it must have the black tip with gilt band. He was supplied readily. Taking the pencil in his hand he began to examine it to be sure it was right.

Inspecting it closely he noticed the star in a diamond and inquired what that was there for. The clerk informed him it was the Trade Mark of EBERHARD FABER.

The customer said, "Who'd ever know what that meant?" "How did *you* find out?" the clerk said. "I asked the question," he replied. "Well, that's why they put it on," said the bright young clerk, "they know it stimulates a man's curiosity—he asks its meaning—and the 'star in the diamond' is indelibly impressed upon his mind as the identifying mark of the perfect pencil."

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Dust, Dirt and Air proof—preserving the original freshness and efficiency of the rubber—those are the advantages of our new metal container designed for the Ten-Eighty Circular Typewriter Eraser, sold under No. 1080 B.

That the progressive dealer is quick to perceive merit in anything worthy of it, is evidenced by the manner in which this innovation in packing has been received by the Trade. They recognize also the selling value of such a box, for it means that many consumers are ordering by the dozen where formerly smaller quantities were the rule.

EBERHARD FABER PENCIL ASSORTMENTS

In awakening interest, the modern Lead Pencil Display serves a most useful purpose. If that fulfilled its mission, it would be ample justification for these rather elaborate and ornate containers. But utility is the consideration making the stronger appeal to the dealer, and it is in this respect that these boxes excel.

Carefully chosen pencils of known lead quality, each in its individual compartment, makes selection easy and stimulates purchases.

CIRCUS Assortment No. 400

Contains ½ gross pencils made up of a variety of popular styles in round and hexagon with metal tips and rubbers.

Lithographed in many tones, you have an excellent reproduction of the Circus Animal Cage with a brass band of clowns holding forth on top. It is sufficiently attractive to compel attention anywhere.

BASEBALL DIAMOND Assortment No. 413

A good back-of-the-grandstand view of the national game is shown in colors on the box. The extension front, which folds in close to the box when not in use, presents a perspective not obtainable on a flat surface.

This assortment of ½ gross contains all staple goods in bright colors, all rubber tipped, in hexagon and round shapes.

See illustrations on following page

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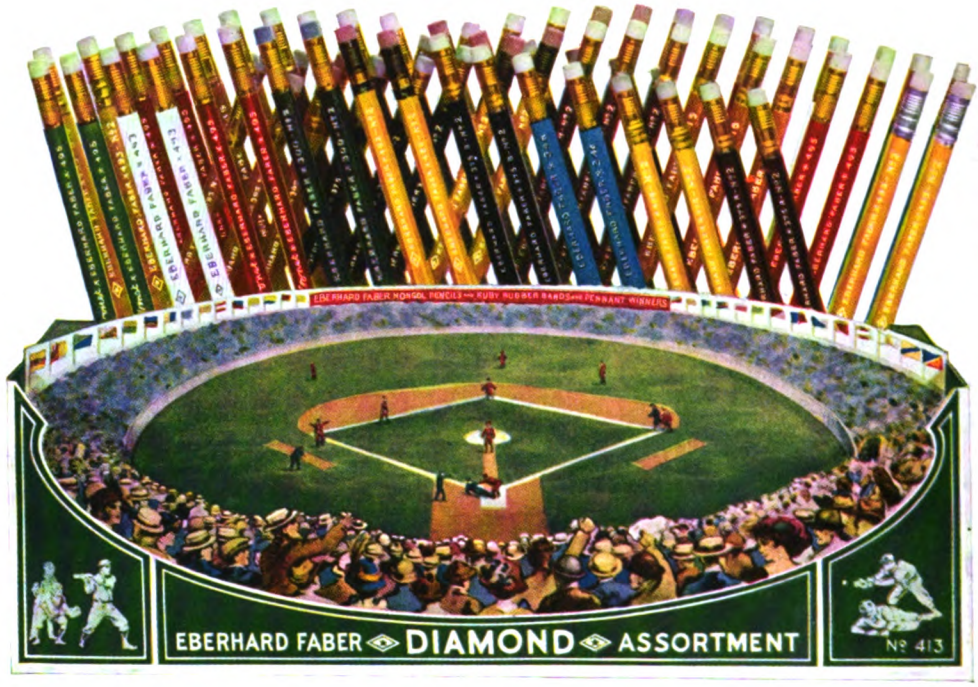

EBERHARD FABER PENCIL ASSORTMENTS

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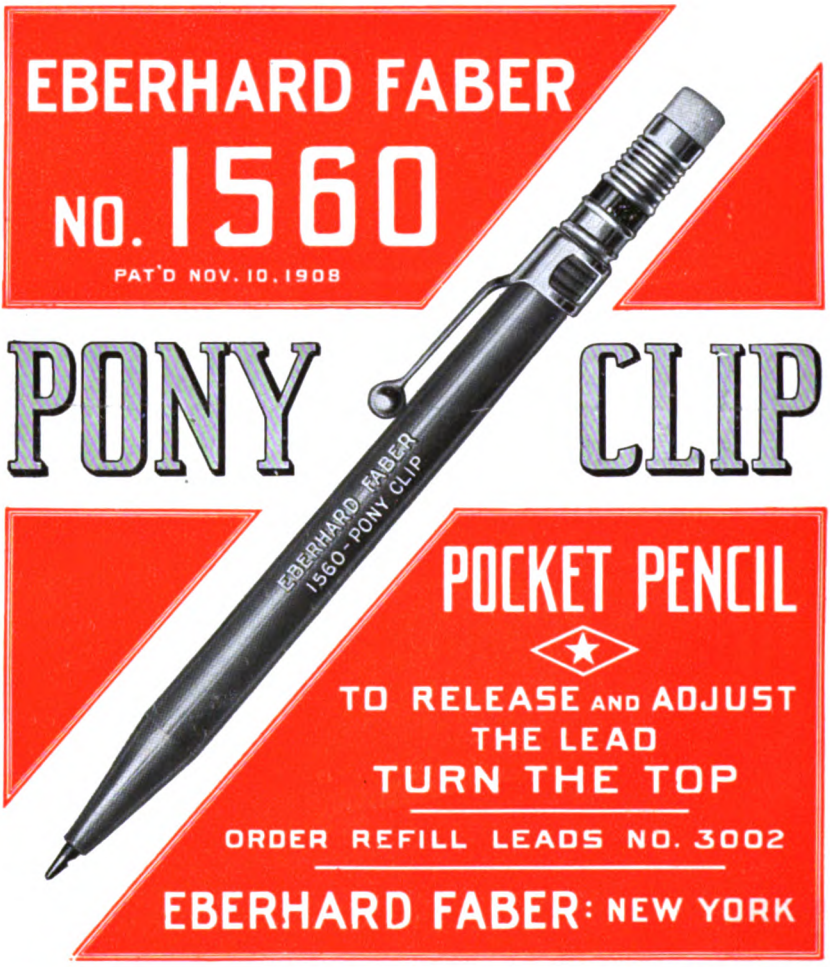

Utility first—was the dominant idea in planning the Pony Clip Pocket Pencil. From rubber tip to point, it is a SERVICE pencil. In design it leaves nothing to be desired, and in operation, the novel mechanical principle made effective by few and simple parts, insures a practically fault-proof article.

It is five inches in length, with case of enameled metal richly finished in blue, yellow, red and green. The tip of bright gilt with black band is fitted with rubber eraser.

The Clip is of extra strength, heavily nickel plated, and whether in a man's vest pocket or attached to a woman's waist, it firmly holds the pencil. It serves also to prevent the pencil rolling when used on a desk.

To operate, the tip is slightly turned, thus instantly binding or releasing the lead.

The Pony Clip Pencil is put up one dozen assorted in a hinged cover box. Also under the number 1560C, one dozen on a card.

Refill leads are supplied in nickel plated tubes—No. 3002—one dozen tubes in a carton.

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"MONGOL"

The Pencil of Mark

Enjoys the *richness* of a *good name* won by a resolute determination of its manufacturer to create a pencil that would stand the *acid test* of daily experience — 365 days in the year.

A MONGOL MONODY

(After Spotless Town)

"Mongol" Pencils are ever found
Where cities flourish and men abound.
Yellow polished—grades galore
Lead so smooth all will adore.
Thoughts to paper quickly flow
If one but use—"Mongol"-io.

EBERHARD FABER - - - - - NEW YORK

"RUBY" RUBBER BANDS

Save Time and Twine

A RUBRIC

(Apologies to Miss Phoebe Snow)

When you see our *guarantee*
Of bands to last five years
You will agree
No care we slight
To make just right
These "Ruby" Bands
So clean—so bright.

Assortments especially designed for Home, Office and Bank use. "Ruby" Bands—bright red—free from dust. First quality—all desirable sizes. Guaranteed for five years.

EBERHARD FABER - - - - - NEW YORK

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"MONGOL"

The Pencil of Mark

WHY?

It leads the field:

BECAUSE—the lead is of unexcelled smoothness. Evenness of texture and accurately graded in many degrees.

BECAUSE—the cedar is of the finest grain and is carefully selected.

BECAUSE—highly hand polished (both round and hexagon), a rich yellow in color.

BECAUSE—the rubber tip is made of the finest Para rubber.

BECAUSE—in quality and appearance, the "Mongol" is "a thing of beauty and a joy forever."

THEREFORE—"Mongol" brings customers.

A WISE CUSTOMER

Said a customer to Stationer Clark,
"Give me 'Mongol'—the pencil of Mark.
It makes writing a pleasure
In degree without measure,
And the lead is satanically dark."

EBERHARD FABER - - - - NEW YORK

"RUBY" RUBBER BANDS

Save Time and Twine

No Dust or Bloom
Cleanly
Five Year Guarantee
Ruby Red Color

A RUBRIC

(*Apologies to Miss Phoebe Snow*)

Now when you see
How dustlessly
These "Ruby" Bands are made
You will agree
There's none so bright
Or cleanly quite
As "Ruby" Bands
To give delight.

EBERHARD FABER
NEW YORK

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VAN DYKE DRAWING PENCILS

When we announce that the "VAN DYKE" is the *best* pencil we have ever produced, every stationer knows that it must be one of exceptional merit.

Fifty years of experience, coupled with a series of varied and prolonged experiments in our chemical laboratory, to provide what is essential in a lead we could call "our best," have resulted in the "VAN DYKE."

Absolute smoothness, an unvarying texture and a wear-resisting durability—these are the elements in the ideal drawing lead. They have been developed to an unusual extent in the "VAN DYKE" which will more than satisfy the most critical of professional and technical users.

15 DEGREES OF HARDNESS

No. 600 **"VAN DYKE"** is hexagon shape, yellow polish with lead in the following degrees:

6B, 5B, 4B, 3B, 2B, B, HB, F, H, 2H, 3H, 4H, 5H, 6H, 7H.

QUALITY and ACCURACY of DEGREE of LEAD GUARANTEED.

We shall be glad to submit samples and interesting prices to the trade upon request.

EBERHARD FABER **NEW YORK**

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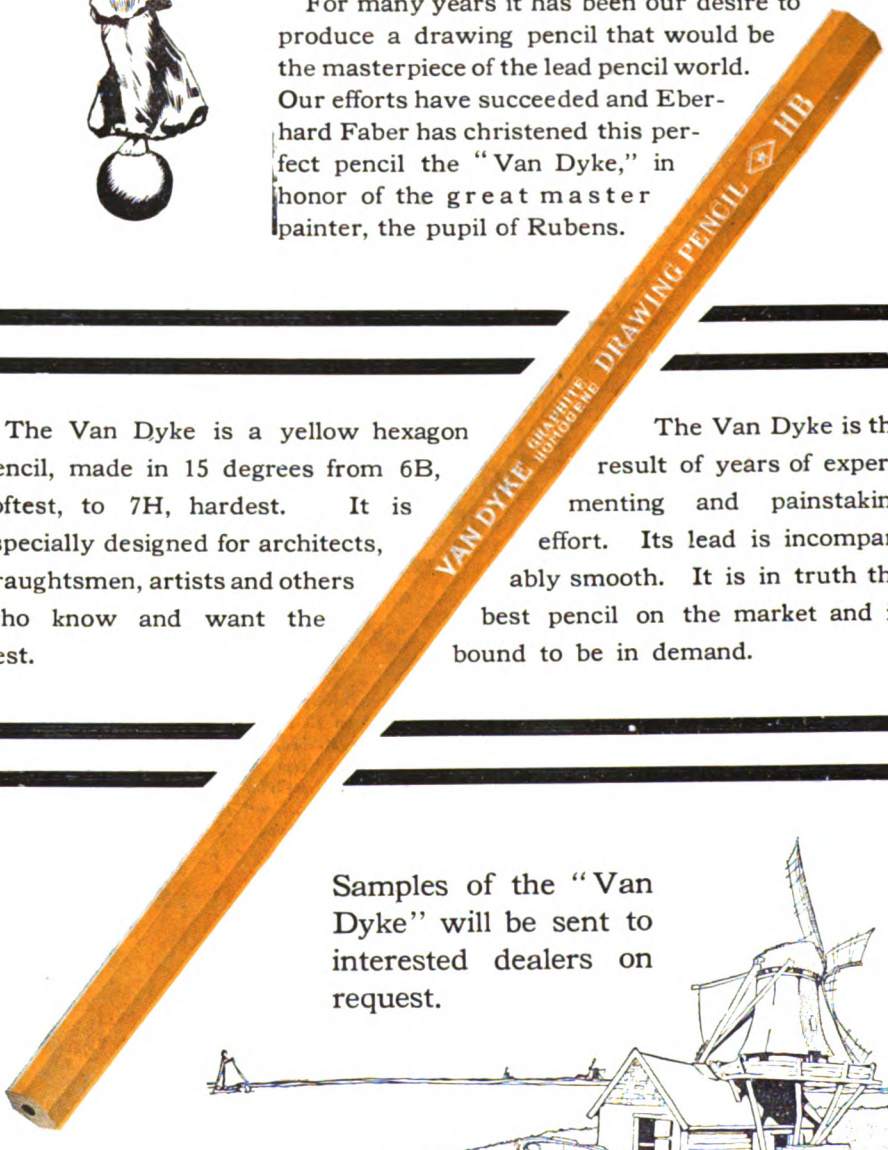
VAN DYKE
The Master Pencil

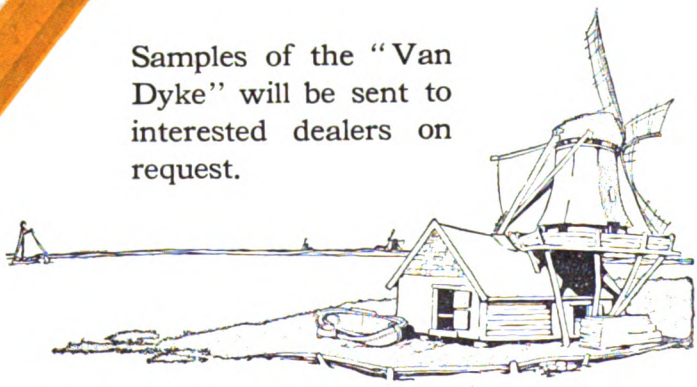
For many years it has been our desire to produce a drawing pencil that would be the masterpiece of the lead pencil world. Our efforts have succeeded and Eberhard Faber has christened this perfect pencil the "Van Dyke," in honor of the great master painter, the pupil of Rubens.



The Van Dyke is a yellow hexagon pencil, made in 15 degrees from 6B, softest, to 7H, hardest. It is especially designed for architects, draughtsmen, artists and others who know and want the best.

The Van Dyke is the result of years of experimenting and painstaking effort. Its lead is incomparably smooth. It is in truth the best pencil on the market and is bound to be in demand.

Samples of the "Van Dyke" will be sent to interested dealers on request.



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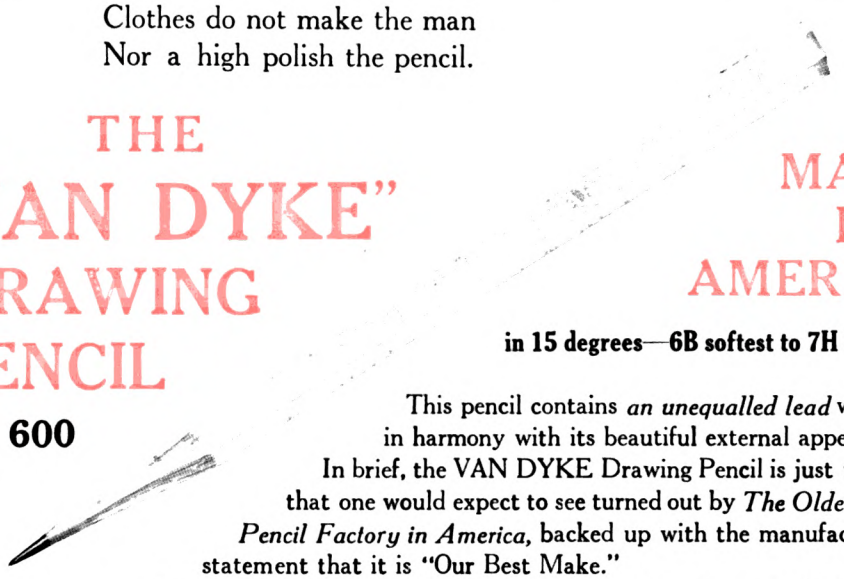
The LEAD'S *The* THING

Clothes do not make the man
Nor a high polish the pencil.



THE
"VAN DYKE"
DRAWING
PENCIL

MADE
IN
AMERICA

in 15 degrees—6B softest to 7H hardest

No. 600

This pencil contains *an unequalled lead* which is in harmony with its beautiful external appearance. In brief, the VAN DYKE Drawing Pencil is just the sort that one would expect to see turned out by *The Oldest Lead Pencil Factory in America,* backed up with the manufacturer's statement that it is "Our Best Make."

Discount our enthusiasm, if you will, but try out for yourself the lead. We rely with confidence upon your decision. Write for samples and quotations.

WEATHERPROOF PENCILS

Comparatively few people know that there is a pencil whose lead is especially prepared for writing that will withstand the destructive forces of sun and rain. Where writing is to be exposed to the weather, such as bulletin boards, etc., this pencil meets all the requirements as evidenced by its use in considerable quantities by Express and Railroad Companies and also by nursery men in tagging shrubbery. The Eberhard Faber "Weatherproof" pencil —No. 6639, is a round, black polished pencil which has weathered the storms of severe tests and experience.

EBERHARD FABER

The Oldest Lead Pencil Factory in America

NEW YORK

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EBERHARD FABER PROGRAM PENCILS

With more than a dozen different styles, and a large variety of finishes to select from, these daintiest of pencils prove increasingly popular each season for orders of dance, score cards, etc.

The illustrations show some of our best patterns. These are made in the following colors:

Pink, light green, dark green, light blue, dark blue, light red, dark red, yellow, lavender, white and purple.

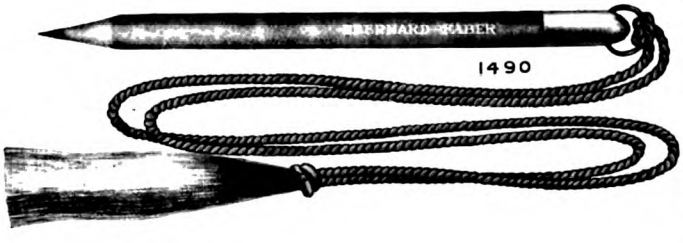
The pencils are regularly boxed in assorted colors, but will be supplied in any one of the above colors if desired.

No. 1450—2 inches long. Gilt cap. Cord and tassel.

100 in a box.

No. 1440—2 inches long. Cord with tufted tassel.

100 in a box.



No. 1490—3 inches long. Gilt cap and ring. Silk cord and tassel.

100 in a box.

This style is made in black, silver and gold in addition to colors mentioned above.

No. 1480—3 inches long. Gilt cap and ring. 1 gross in a box.

The 1480 is made also in black, silver and gold, in addition to the other colors.

Samples and free information upon request.

EBERHARD FABER, NEW YORK

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EBERHARD FABER
VAN DYKE DRAWING PENCILS

THE OLDEST PENCIL FACTORY IN AMERICA

OUR BEST MAKE

15 DEGREES OF HARDNESS

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No. 405—"STEEPLECHASE"

Contains one-half gross round and hexagon rubber tipped pencils in assorted patterns. The box is compact and attractive with the cut out picture on either side.

No. 419—"CARAVAN"

This display is constructed with a folding front section which, when extended, gives an excellent panoramic effect.

Contents: one-half gross assorted styles rubber tipped pencils in a variety of finishes.

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"RUBY" RUBBER BANDS

Save Time and Twine

No Dust or Bloom

A RUBRIC

(Apologies to Miss Phoebe Snow)

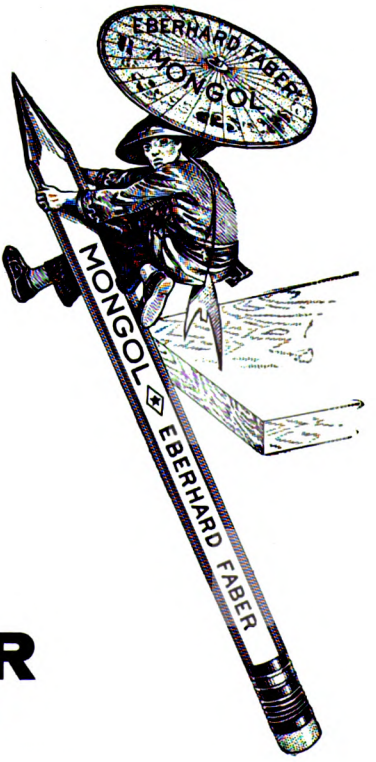
Save precious time
Likewise your twine
With Ruby Bands
So strong and fine.
The color's bright
And quality right
No fault exists
No dust—no blight.

Guaranteed Five Years

WRITE FOR "MONGOL" MOVIES

No need of bothersome electrical apparatus, the free-for-all law of gravity supplies the motive power.

Just place the notched metal piece, on which the figure sits, on edge of shelf or counter, or tightly drawn cord—then a gentle push and "Mongol" does the rest, or rather he doesn't rest, but is so balanced as to swing continually for some minutes. As an attention-producer of customers and passersby, it can't be beaten. This unique invention is decorated in five colors. A "Mongol" movie gladly sent free upon request without conditions.



EBERHARD FABER

The Oldest Lead Pencil Factory in America

NEW YORK

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A Clip on Each Pencil

The Eberhard Faber No. 497 "CLIPTIC" would be an unusually good pencil, even though it had no clip.

With the clip it is irresistible.

Dealers everywhere have had pronounced success in handling it.

The reason is not hard to discover, for rarely has better value been offered.

THE EBERHARD FABER

No. 497 "CLIPTIC"

is of round shape, with deep flutings which provide a comfortable grip, and is attractively polished in Yellow, Dark Green and Royal Blue. The clip is made for service and looks as well as it wears, being heavily nickel plated.

The "CLIPTIC" sells on sight, and the double easel box holding two dozen is built to display to the best advantage.

This easel folds flat.

EBERHARD FABER NEW YORK

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EBERHARD FABER

No. 751

"Transfer" Ink Pencil

The Transfer Ink Pencil contains a firm, smooth copying lead of exceptional quality.

The permanency of writing done with it, commends it for use in the note book and for all memos of more than transient value.

There are two degrees to the lead—Medium for ordinary use and Hard for manifolding.

The pencil is of round shape, finished in purple, and is fitted with a gilt point protector.

Never before has the ink or indelible pencil been so popular—Never before has a more desirable one been offered.

Put up 1 dozen in a box.

EBERHARD FABER

Oldest Lead Pencil Factory in America

200 FIFTH AVENUE **NEW YORK CITY**

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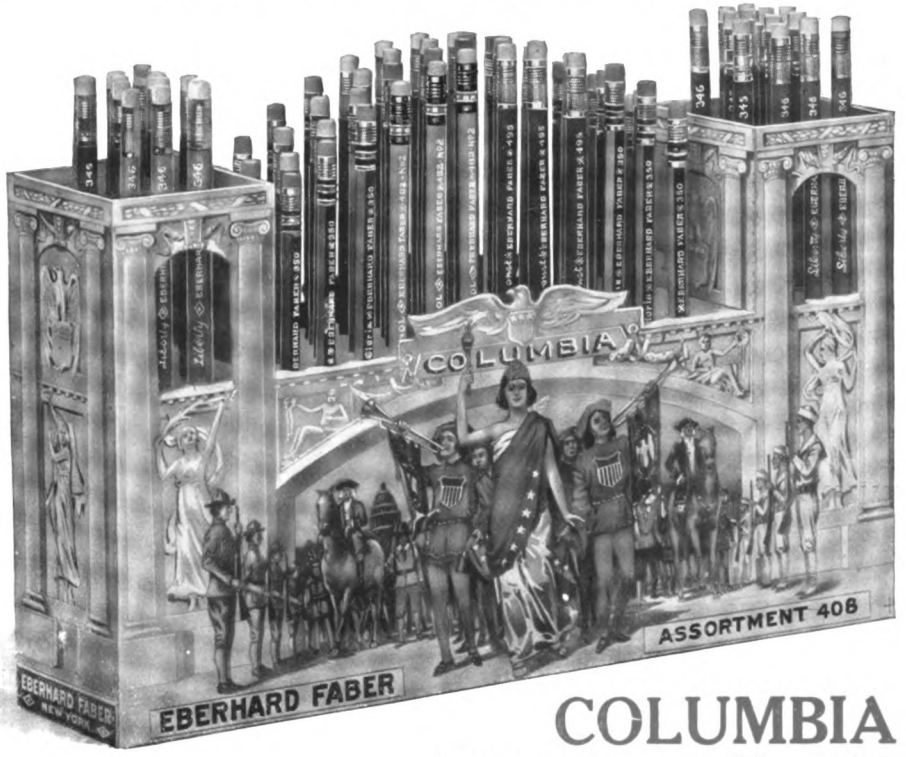
PENCIL PREPAREDNESS

Be Ready for the Spring Rush



COLUMBIA

ASSORTMENT No. 408

THIS brand new number *is* indeed a Gem. The display design, beautifully lithographed in colors, is a Roman arch effect. In the foreground is seen a poetic conception of COLUMBIA, as she leads a triumphal march, closely followed by heralds, colonial characters, Indians, sailors, soldiers, etc. In the background appears the dome of the National Capitol standing like a solitary sentinel guarding a Nation's honor.

A COMPACT DISPLAY

We know that counter space is limited and valuable. The size of this display is 13½ inches long, 3 inches deep and less than 10 inches from base of design to tip of pencils.

PENCIL SELECTIONS

One half (½) gross of standard and popular Eberhard Faber brands comprises the contents. All are rubber tipped—both round and hexagon—in varied colors of polish—the color scheme of the whole being carefully considered. All desired information gladly sent to dealers upon request.

EBERHARD FABER NEW YORK

Oldest Pencil Factory in America

Awarded Grand Prize and Two Gold Medals by Panama-Pacific Exposition

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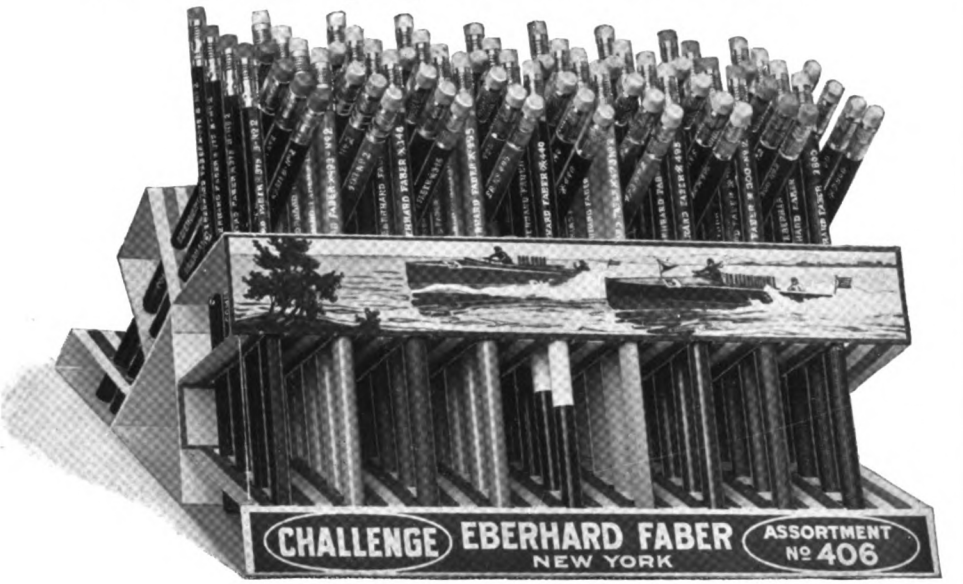
"CHALLENGE" PENCIL ASSORTMENT No. 406

The "Challenge" Pencil Assortment is a compact double easel design, flat folding—containing one-half gross of rubber tipped, round and hexagon pencils in varied colored polishes. Every pencil is a quick-selling brand, carefully selected. The easel itself is highly decorative—the front panel showing a colored water scene with two fast-flying motor boats in an exciting race.

A Good Display is Half the Battle



Reputation Begets Obligation

Eberhard Faber Assortments—pencil and penholder—have set a very high standard for practical display merit and attractiveness. A well-established reputation for quality of product and good service imposes the strict obligation of *living up to one's reputation.* The House of Eberhard Faber constantly strives to maintain and, if possible, strengthen the confidence given it by the Trade and consuming Public.

EBERHARD FABER NEW YORK

Awarded Grand Prize and Two Gold Medals by the Panama-Pacific Exposition, for Lead Pencils, Penholders, Rubber Bands and Rubber Erasers.

Oldest Pencil Factory in America

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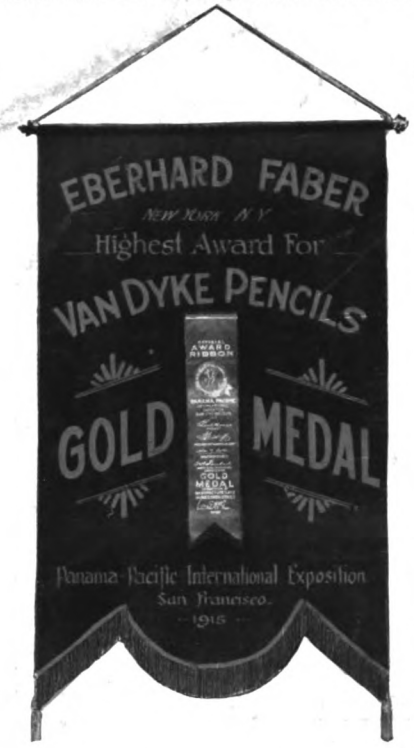

The Line of Least Resistance

Is Made with the Smooth Running

VAN DYKE

Drawing Pencil

No. 600

In 15 degrees 6B—softest, to 7H—hardest. Hexagon—Yellow polish.

Famous Men— Many celebrated Architects, Engineers, Surveyors and Draftsmen—have endorsed and are now using the pencil.

The United States Government has adopted the Van Dyke Drawing Pencil for use in the department drafting rooms.

Samples gladly sent to interested dealers upon request.

WON THE GOLD MEDAL
Panama-Pacific
Exposition

VAN DYKE DRAWING PENCIL EBERHARD FABER 600

EBERHARD FABER **NEW YORK**

Oldest Pencil Factory in America

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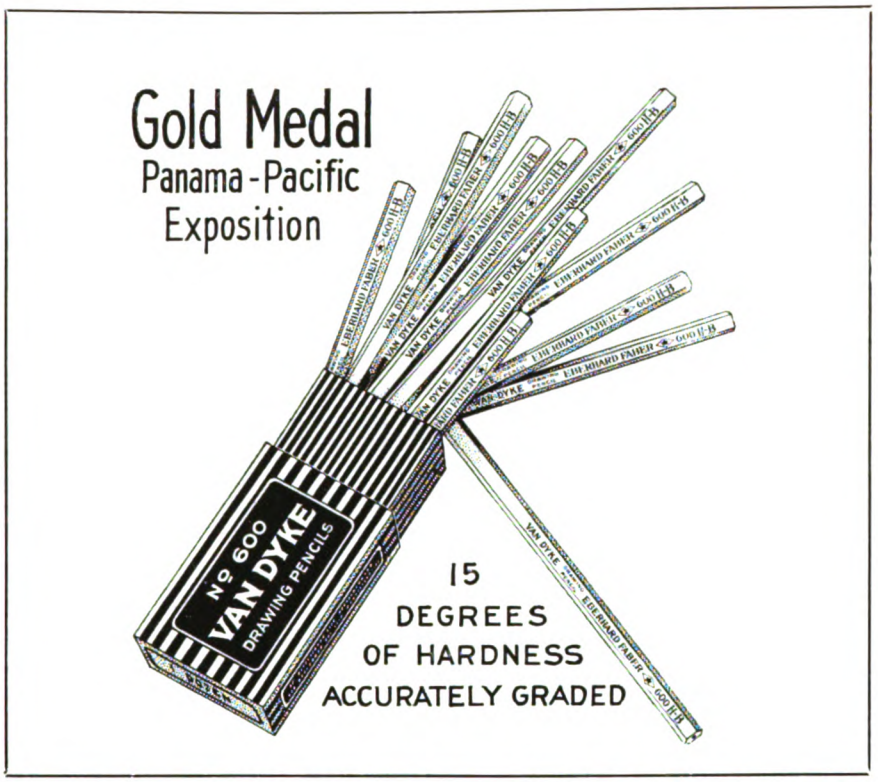

A Manufacturer's Triumph

About two years ago Eberhard Faber, after more than one hal. century of scientific research and pencil making, resolved to offer the *technical user* a drawing pencil that would be a credit to American genius and enterprise. Accordingly

The VAN DYKE DRAWING PENCIL No. 600

was put on the market, the advent of which into the pencil field marked a milestone in scientific pencil making. The pencil received immediate acclaim by famous Architects, Engineers, Draftsmen, Artists, etc. This verdict of approval was confirmed by the *Gold Medal* award at the Panama-Pacific Exposition and its adoption by the *United States Government* for use in the department drafting rooms.

Recommend to your most critical and exacting customers the *Van Dyke Drawing Pencil* No. 600, hexagon, yellow polish, made in 15 Degrees of hardness. Retail Price 10 cents.

A pencil with a good profit.

Samples gladly sent to interested dealers upon request.

EBERHARD FABER NEW YORK

Oldest Pencil Factory in America

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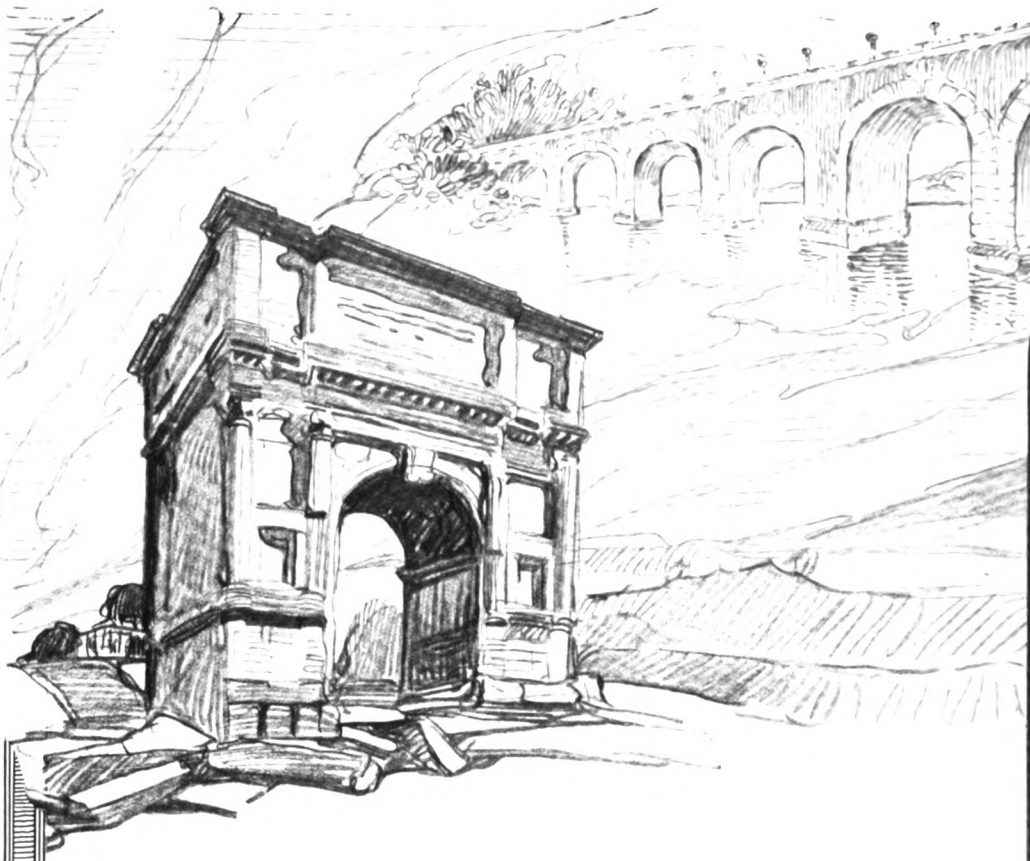

VAN DYKE
Drawing Pencil

THOSE who do good work need good tools. This drawing pencil—Van Dyke No. 600—is of unsurpassed quality. Made in 16 degrees of hardness from 6 B softest to 8 H hardest.

Awarded Gold Medal
Panama-Pacific Exposition

The Van Dyke drawing pencil was designed for the use of draughtsmen, architects, artists and others who know and want the best.

Handsome easel showcase furnished for this pencil. Write for samples and information.

EBERHARD FABER, New York

Oldest Pencil Factory in America

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Why Does He Smile?

Because he uses a *Van Dyke* Drawing Pencil.

Why Does He Like "Van Dyke?"

Because the lead is firm and smooth and durable.

This pencil is of hexagon shape, highly finished yellow polish and is made in *16* accurately graded degrees *6B-softest to 8H-hardest.*

There are no gritty spots that cut the paper.

The Cedar wood used is of the very best quality.

This pencil was awarded the GOLD MEDAL at the Panama-Pacific Exposition.

It is made by the OLDEST PENCIL FACTORY IN AMERICA. It is used and highly recommended by experts.

Finally—*IT'S OUR BEST MAKE.*

The demand for "VAN DYKE" pencils by architects, draftsmen, engineers, artists, surveyors and technical users is large and growing. Its quality is guaranteed to all users and it is sold by all high-class dealers at a good profit.

EBERHARD FABER NEW YORK

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Catalogues are necessary things in business.

And our new pocket catalogue just issued is very necessary

To you if you are a live stationer.

A *postal card* will bring you one.

Looks like it is right up to date:

Only the other day a big customer said--"when are you

Going to bring out a new catalogue?

Unless you do I can't sell Pencils, Penholders and

Erasers that my people want."

So here is your chance. Write

EBERHARD FABER

37 GREENPOINT AVENUE **BROOKLYN, N. Y.**

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A Salesman that Produces

One of Our Handsome Plate Glass

"VAN DYKE" EASEL SHOW CASES

on the counter will increase your pencil sales.

THIS convertible show case may be used either as a flat counter display or an upright easel. It is subdivided into compartments to contain the 16 degrees in which the

VAN DYKE
Drawing Pencil No. 600

is made. The interior of the case is lined with green plush velvet. Dimensions, 22" long, 9" wide and 1½" deep. By all means

GET A "VAN DYKE" SHOW CASE

Write for Prices and Information

EBERHARD FABER - - NEW YORK

America's Oldest Lead Pencil Factory

Branch Offices

NEW YORK—200 FIFTH AVE.
CHICAGO—209 SO. STATE ST.
BOSTON—446-447 OLD SOUTH BLDG.
SAN FRANCISCO—225 MONADNOCK BLDG.

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Two Monuments

The Washington Monument is a fitting *symbol* of the grateful appreciation which America cherishes for its first president.

There is another monument to American genius and enterprise which has required nearly sixty years of earnest and continuous effort to produce. It is the

Van Dyke Drawing Pencil

Symbol of Quality

In 16 degrees—6B softest to 8H hardest
Hexagon — Yellow Polish

Awarded Gold Medal Panama-Pacific Exposition

Especially designed for Architects, Engineers, Draftsmen, Artists, Surveyors and discriminating users.

All stationers and dealers in Artists' and Draftsmen's supplies can recommend

Van Dyke Drawing Pencils

with the confident knowledge that they are the best the world produces.

EBERHARD FABER
NEW YORK, U. S. A.

Oldest
Pencil Factory
in America

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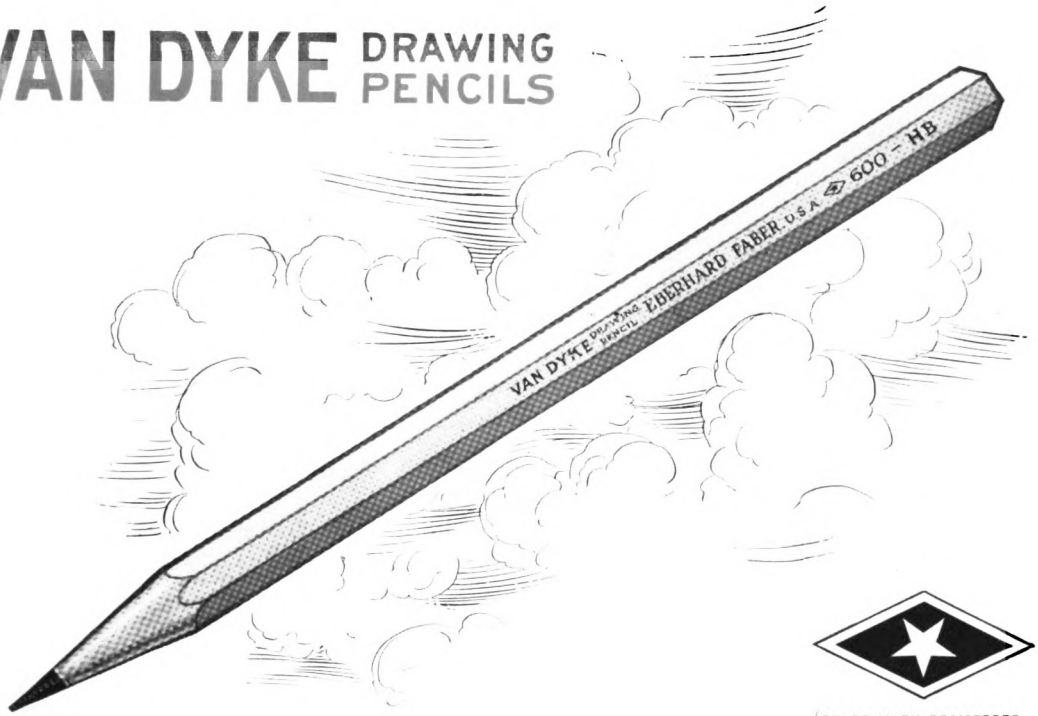
VAN DYKE DRAWING PENCILS



TRADE MARK REGISTERED

From Mars

THE Man from Mars would also be told that the various grades were used for various purposes; for architects' use, the medium grades B, HB, F & H; Engineers, the harder grades, 2H to 6H; Artists the softer grades; and bookkeepers would want 2H to 5H.

The stationer would point out that the best graphite and cedar in the world entered into the making of "Van Dyke" pencils and that a staff of capable chemists were kept busy in research work and in making a chemical analysis of the raw products to make sure that only the best materials were used.

Passing along the aisle of the store the Martian visitor would see a "Ruby" Band metal counter-cabinet, lithographed in bright colors, holding 72 small envelopes of the famous "Ruby" Rubber Bands in five popular sizes and assorted (1 dozen each). The man from Mars would learn that the "Ruby" Band "saved time and twine," that its chief characteristics were strength, stretch, service —and that it was a most convenient and economical article for household use, which every stationer sells to great advantage, not only in envelopes, but also in various size box assortments. He would, no doubt, go back to Mars with a stock of these bands and "Van Dyke" pencils, as Earth's contribution to the super-men of the sky.

NEW YORK, U. S. A.

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Selling Pencils at Retail

N selling pencils at retail the majority are sold over the counter with very little loss of time. The customer is apt to go into a dealer's store and simply inquire for a pencil, and is handed one of some popular brand, charged five cents for it, and the sale is thereby completed. Very often the customer will hardly glance at the name or number that may appear on the pencil, but is apparently satisfied with what is handed to him by the salesman.

If this pencil should not prove to be of good quality or of a proper degree of hardness, the customer may not come back for a similar article, and probably would not even complain on his next visit, but would, perhaps, ask for a different brand. It is therefore quite essential that the salesman should be well informed as to the qualities of the pencils that he is selling from his stock and particularly as to the degree of hardness of the pencil he offers.

Undoubtedly there are some salesmen, especially those who have not had experience in the selling of pencils for any length of time, who do not know what is meant by No. 1, No. 2, No. 3, No. 4, or B, HB, 2H, 4H, etc., stamped on a pencil, and as there are a great many consumers who are likewise not informed on this subject, there are apt to be complaints in regard to pencils sold in that way because they are either too hard or too soft (in most cases too hard) to suit the customer. It is therefore quite essential that the pencil salesman should inform himself as to what the stamping on pencils stands for so that he may cater to the particular wants of the customer. As a general rule the usual consumer desires a soft pencil, either No. 2 or HB, while architects, draughtsmen and artists are more apt to require the harder grades. For the full information of retail salesmen, and to enable them to impart helpful information to their customers, we give herewith the grading of ***Eberhard Faber Lead Pencils***:

No. 1. Very Soft
No. 2. Soft
No. 3. Medium Hard
No. 4. Hard

Pencils graded by letter are usually high grade drawing pencils, as for instance Eberhard Faber's Van Dyke. In this line the degrees of hardness are expressed, as follows:

B. Very Soft
HB. Medium Soft
H. Medium Hard
2H. Hard
4H. Extra Hard

The Van Dyke pencils are made in 16 degrees of hardness. The "Mongol" pencils, with rubber tip No. 482, are graded by number 1, 2, 3 and 4 only.

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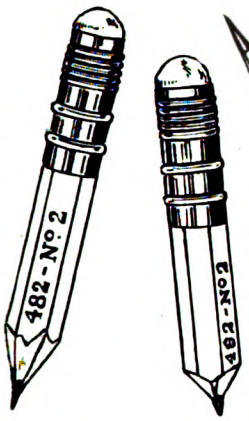
Conserve Your Pencils



The Government requests that all waste be checked

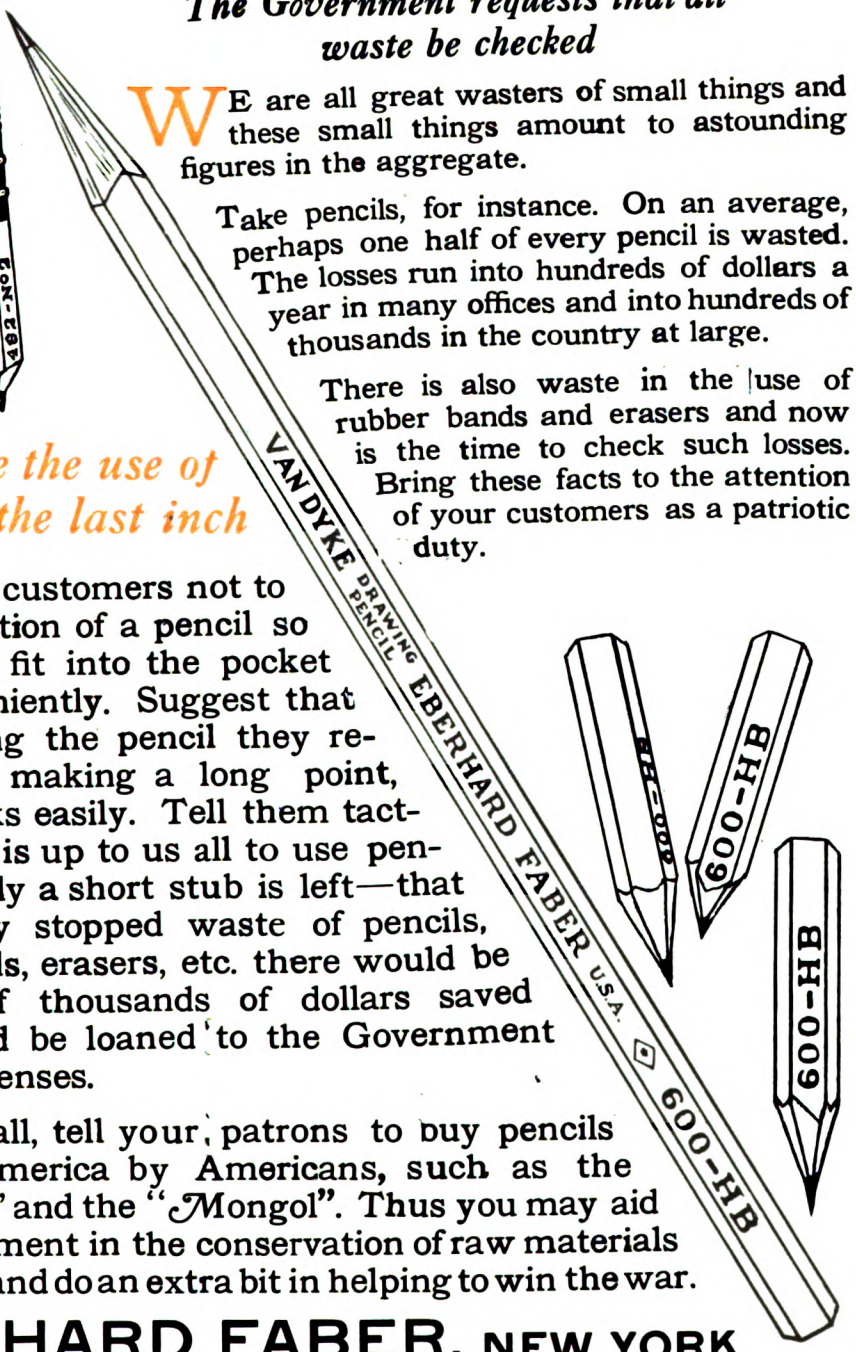
WE are all great wasters of small things and these small things amount to astounding figures in the aggregate.

Take pencils, for instance. On an average, perhaps one half of every pencil is wasted. The losses run into hundreds of dollars a year in many offices and into hundreds of thousands in the country at large.

There is also waste in the use of rubber bands and erasers and now is the time to check such losses. Bring these facts to the attention of your customers as a patriotic duty.

Encourage the use of pencils to the last inch

Advise your customers not to cut off a portion of a pencil so that it will fit into the pocket more conveniently. Suggest that in sharpening the pencil they refrain from making a long point, which breaks easily. Tell them tactfully that it is up to us all to use pencils until only a short stub is left—that if everybody stopped waste of pencils, rubber bands, erasers, etc. there would be hundreds of thousands of dollars saved which could be loaned to the Government for war expenses.



And above all, tell your patrons to buy pencils made in America by Americans, such as the "Van Dyke" and the "Mongol". Thus you may aid the Government in the conservation of raw materials and labor—and do an extra bit in helping to win the war.

EBERHARD FABER, NEW YORK

ESTABLISHED 1849

Oldest Pencil Factory in America

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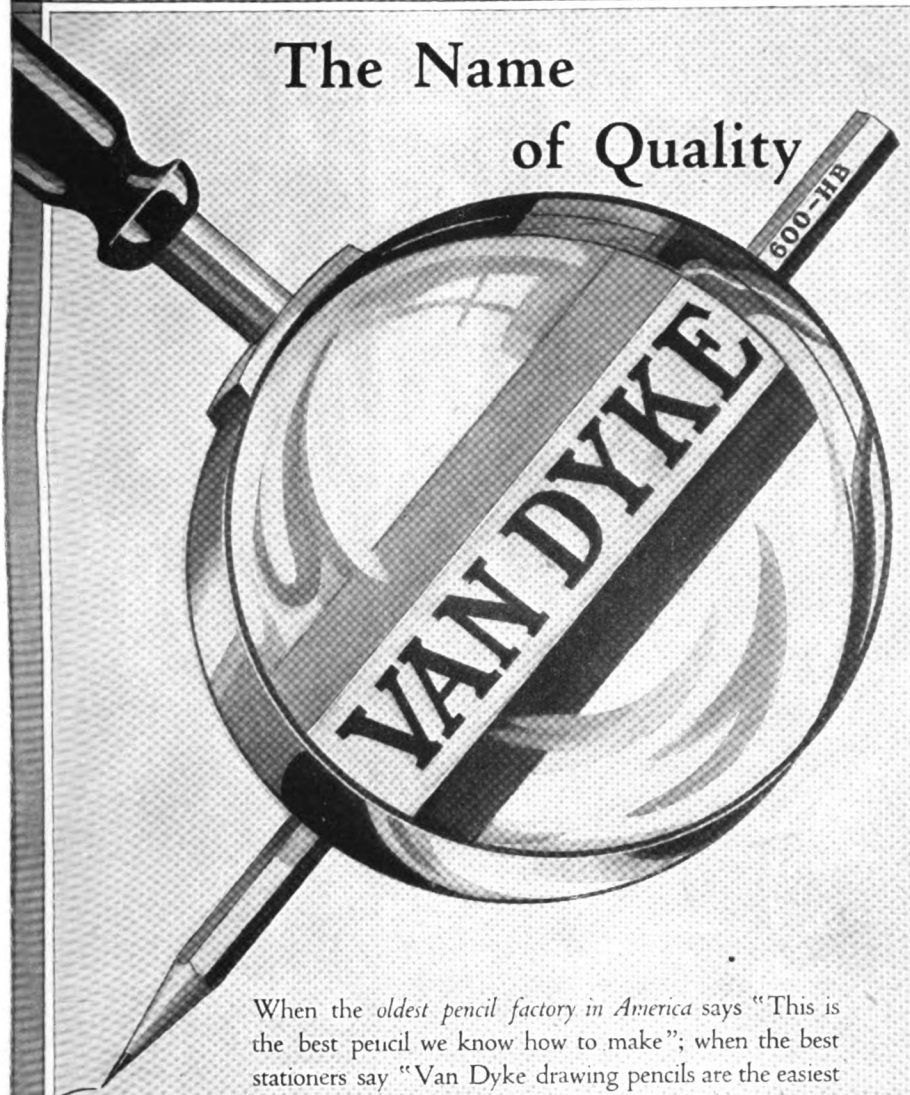
The Name of Quality



16 degrees of hardness

When the *oldest pencil factory in America* says "This is the best pencil we know how to make"; when the best stationers say "Van Dyke drawing pencils are the easiest to sell" and when users say "They give the utmost satisfaction"—what more could be said?

An assortment of Van Dyke pencils in your stock will prove all these statements.

Write for Booklet
"HOW EBERHARD FABER PENCILS ARE MADE"

EBERHARD FABER
NEW YORK
The oldest pencil factory in America

SERVICE QUALITY

FACTORIES — BROOKLYN, N. Y., AND NEWARK, N. J.

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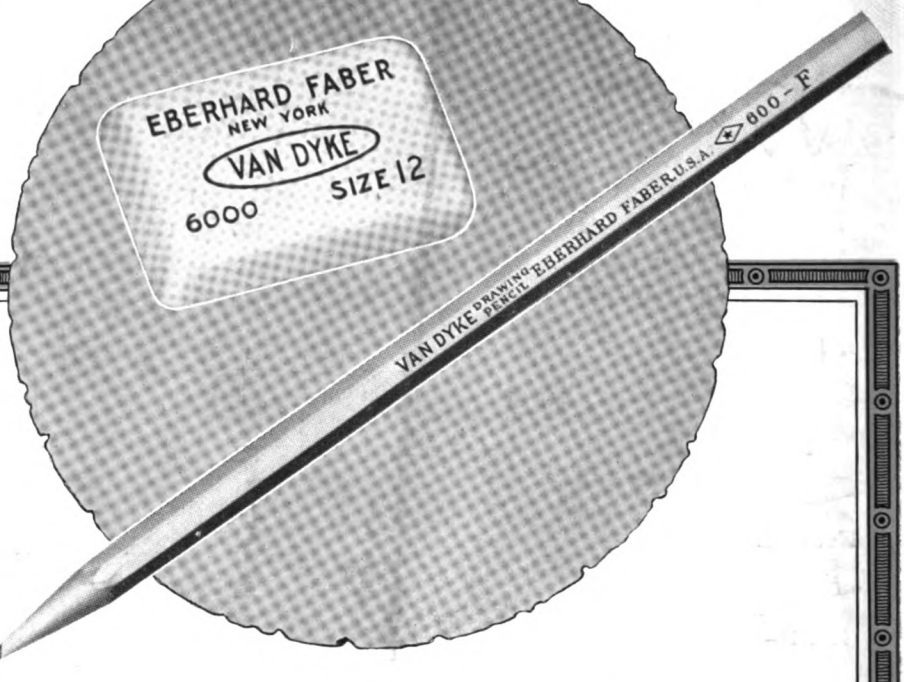
TEAM-MATES



16 degrees of hardness

They work well together — the smooth, tough-leaded, long-wearing pencil and the soft, supple red eraser. They have but one name—

VAN DYKE

which means the highest quality in pencils and erasers.

Always carry them in stock and give your customers the utmost satisfaction.

Write for Booklet
"HOW EBERHARD FABER PENCILS ARE MADE"

EBERHARD FABER
NEW YORK

The oldest pencil factory in America

SERVICE ◇ QUALITY

FACTORIES—BROOKLYN, N. Y., AND NEWARK, N. J.

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EBERHARD FABER

Goods of Highest Quality

This group illustrates a few of the Eberhard Faber products.

"VAN DYKE" Drawing Pencils
"MONGOL" Pencils, rubber tipped
"VAN DYKE" Erasing Rubber, ten sizes
Typewriters' Eraser, Circular No. 1080
" " "Comet" No. 1087
Penholders—"Elite"—No. 71. Cork Tip

All are known and popular the world-over. Each has won unqualified approval by all users. The products of Eberhard Faber are assets of 100% value in the stock of dealers everywhere. Is your stock complete and adequate to supply the normal demands of your customers?

Write for booklet
"HOW EBERHARD FABER PENCILS ARE MADE"

EBERHARD FABER

NEW YORK

ESTABLISHED 1849

The Oldest Pencil Factory in America

SERVICE ★ QUALITY

FACTORIES — BROOKLYN, N. Y., AND NEWARK, N. J.

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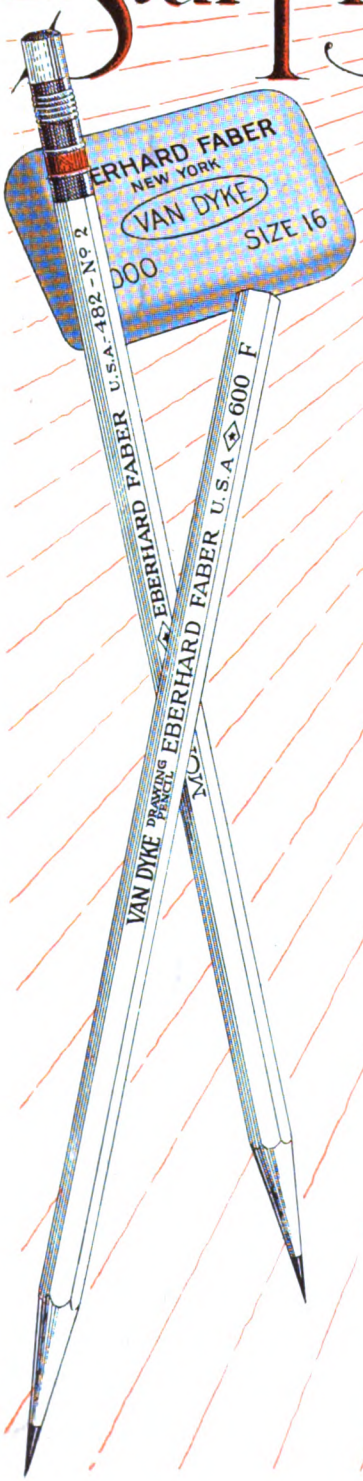
Star Products of EBERHARD FABER

TRADE MARK
SERVICE QUALITY



What makes the "Star" in any profession?

PERFORMANCE

ACTUAL achievement, standing out above all others, has made this group of Eberhard Faber products big headliners.

The VAN DYKE DRAWING PENCIL and ERASER — excellent team-mates—have won their recognition among men who appreciate the finest shade of distinction in Drawing Pencils.

The MONGOL PENCIL, with the distinctive rubber tip, is known the world over. Its use is universal in every sense of the word.

You should carry an ample stock of these headliners. They have a wonderful following.

Write for booklet
"How Eberhard Faber Pencils are made"

EBERHARD FABER
NEW YORK

Established 1849
The Oldest Pencil Factory in America

FACTORIES
Brooklyn, N. Y. and Newark, N. J.

(9278)

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DON'T BE LATE
When the School Bell Rings

The kids will soon be coming around with nickels for their school supplies.

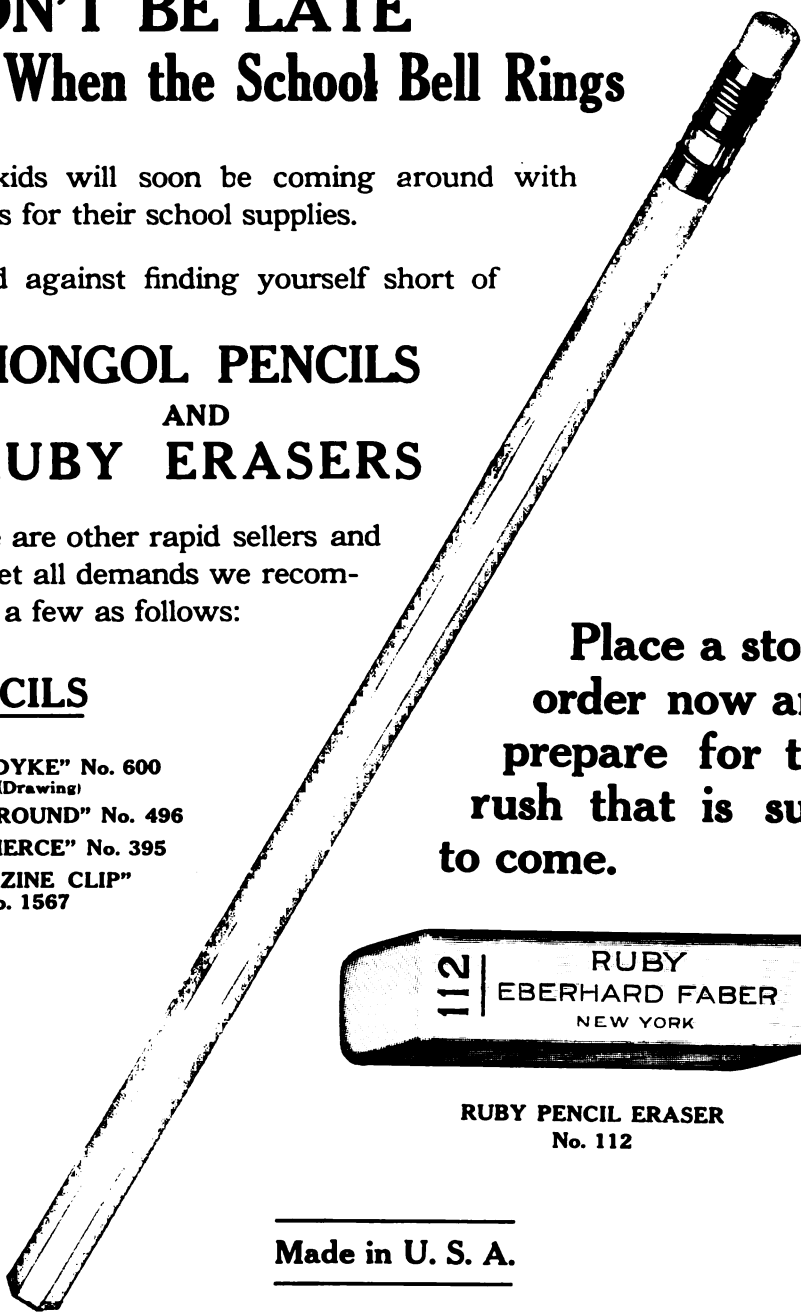
Guard against finding yourself short of

MONGOL PENCILS
AND
RUBY ERASERS

There are other rapid sellers and to meet all demands we recommend a few as follows:

PENCILS

"VAN DYKE" No. 600
(Drawing)
"HEXAROUND" No. 496
"COMMERCE" No. 395
"MAGAZINE CLIP" No. 1567



Place a stock order now and prepare for the rush that is sure to come.

RUBY PENCIL ERASER
No. 112

Made in U. S. A.

BY

EBERHARD FABER

Factories in Brooklyn, N. Y. and Newark, N. J.

Offices in

NEW YORK CHICAGO BOSTON SAN FRANCISCO

TRADE MARK SERVICE QUALITY

TRADE MARK SERVICE QUALITY

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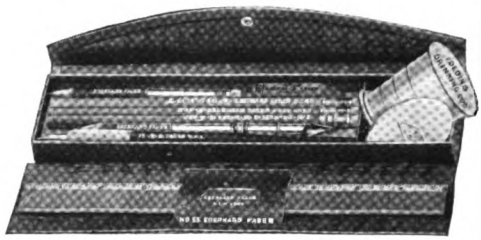
STATIONERY SETS
RAPID SALES AND GOOD PROFITS

No. 44. DIADEM

Imitation leather case in red, green and blue with tray, drawer and blotter. The drawer contains twelve colored school crayons.

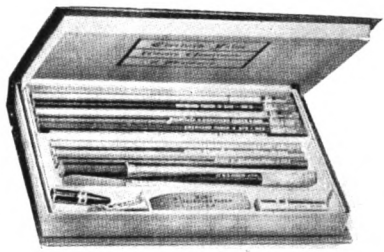


No. 55. DRINKING CUP SET

Leatherette cases in blue, red and green, with folding drinking cup. The general contents are especially suited to school use.

No. 53. COLLEGE COIN CASE

Leather case in assorted colors. Pocket for coins. Stamped with college pennant in gold—best known colleges represented.



L—LIBRARY

A hinged cover box in facsimile of a book. Imitation leather binding. Excellent set for the desk.

C—BOQUET

Embossed covers of floral and field designs in a variety of patterns.

E—FLORA

A convenient medium size desk set. The cover designs are floral and landscape.

A COMPLETE LIST OF OUR STATIONERY SETS IS GIVEN IN CONNECTION WITH THE ARTICLE ON THE ADJOINING PAGE

TRADE MARK SERVICE QUALITY

EBERHARD FABER

NEW YORK CHICAGO BOSTON SAN FRANCISCO

TRADE MARK SERVICE QUALITY

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The Selling Power of Stationery Sets

Last January we received the following letter which we value very highly since it was entirely unsolicited by us.

Mr. Eberhard Faber,
New York.

Dear Sir:-

I want to express my appreciation of your efforts in getting up such attractive pencil boxes. My little boy received at Christmas numerous presents, some very expensive, but the present that gives him the greatest pleasure, is your box of pencils number fifty-five.

I thought you might like to know of this.

Yours very truly,
Elizabeth Knittle.

No.	Name	Description
A	HOME	Especially for the home. Large Box covered with embossed landscape papers.
C	BOQUET	See adjoining page for illustration and description.
E	FLORA	See adjoining page for illustration and description.
L	LIBRARY	See adjoining page for illustration and description.
11	LEATHER CASE	Six piece set. Cases in red and green. Strap and button flap.
12	FAVORITE	Six piece set. Leatherette case in red, blue and green. A good school set.
40	IDEAL	Leatherette, fold over buttoned cover. Blotter within the flap. Red, green and blue.
44	DIADEM	See adjoining page for illustration and description.
53	COLLEGE COIN CASE	See adjoining page for illustration and description.
54	LEATHER COIN CASE	Same as No. 53, but without the gold stamped pennant.
55	DRINKING CUP SET	See adjoining page for illustration and description.
57	LEATHER COIN CASE	Same as No. 53, but with gold medallion in place of pennant.
70	ELITE	Fine leather in red and green. Same style as No. 40. A ten piece set.
75	LEATHER COVERED CASE	In red and green. Sliding tray with ten pieces.
314	JUVENILE	Wood box, black lacquer, six designs, Japanese workmanship. With key and lock.
324	LACQUER BOX	Same general description as No. 314, but larger and more elaborate contents.

EBERHARD FABER, NEW YORK

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"Van Dyke" Salesmanship

The "Van Dyke" Display Case Makes Sales Easy

A dealer from the Far West, whose sales of Van Dyke Drawing Pencils have reached a particularly healthy state recently dropped in upon us for his customary yearly visit. We are always glad to greet our patrons and especially those who bring sunshine with them.

On this occasion—let us call him Mr. Sunshine—was fairly beaming and when we congratulated him upon the splendid showing his store was making in "Van Dyke" sales, he told us something worth passing to other dealers, the gist of which was this. We shall endeavor to express it as well as did Mr. Sunshine:

"When I placed that first order for Van Dyke Drawing Pencils my salesmen were at once made aware that *the stock was to be moved*—not to grace a section of the tills in silent protest against an inactive force.

"My men were instructed to allow no one who came for a pencil to go away without knowing that we carried "Van Dykes" and that it was made in sixteen degrees of lead from which variety there was one or more best suited for each individual's work.

"I explained that we would start in with our own organization, like this: Mr. Brown, the bookkeeper, will use a "Van Dyke" 4H for his ledgers, because the 4H lead being extra hard does not blur on ledger paper and makes faint but clearly defined figures easy to erase when footings have been transferred in ink. Mr. Jones, our secretary, and myself will use either HB (soft) or F (firm), which are so pleasing for general writing and memoranda. Mr. Treadwell, the advertising man, will find grades 6B, 5B or 4B just the thing for rapid writing. For his sketching of rough designs the Van Dkye offers 3B to 4H. Each salesman needs a 2H (hard) for writing orders on the pads where two carbon copies are necessary. And so I went down the line allotting every department its "Van Dyke" grades.

"This plan worked like a charm. The salesmen became enthused with their knowledge of correct application of graded leads and were eager to impart it to our customers.

"After that there was nothing to it. We now sell as many "Van Dyke" Drawing Pencils to business office men as to Architects, Draughtsmen and Artists—and I'll say that the "Van Dyke" Display Case is a beauty."

It must come in for its share of credit. It sells many a pencil without help from a salesman, because any one may select their grade of lead so easily. The fact that each grade is shown in a separate compartment makes this simple.

HERE FOLLOWS A LIST SHOWING THE SIXTEEN DEGREES OF "VAN DYKE" DRAWING PENCILS:

6B	Softest and Blackest	H	Medium Hard
5B	Extra Soft and Extra Black	2H	Hard
4B	Extra Soft and Very Black	3H	Very Hard
3B	Extra Soft and Black	4H	Extra Hard
2B	Extra Soft	5H	Extra Hard and Very Firm
B	Very Soft	6H	Extremely Hard
HB	Soft	7H	Harder than 6H
F	Firm	8H	Hardest

TRADE MARK

EBERHARD FABER : NEW YORK

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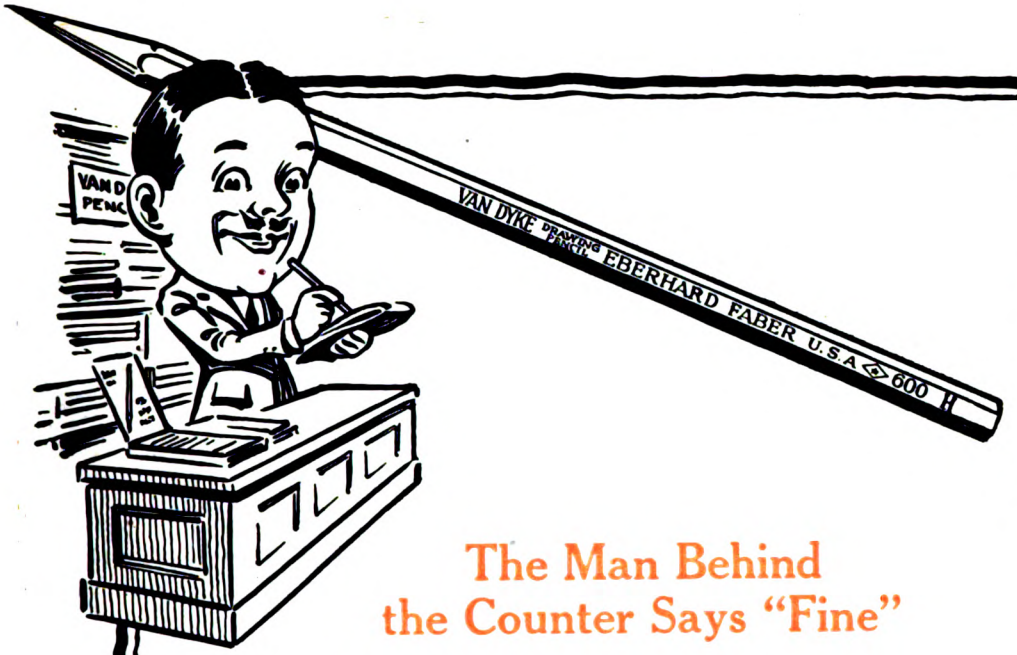

The Man Behind the Counter Says "Fine"

HE recommends the Van Dyke Drawing Pencil because he uses it himself and he knows. For rapid writing in manifold sales-books a Van Dyke with the H or 2H lead is just right. There's a world of care and skill put into every

Van Dyke Drawing Pencil No. 600

and when you use it, you get real pencil goodness. One or more of the 16 degrees of lead will fit each man's requirements. Eberhard Faber quality makes America the home of pencil-worth.

EBERHARD FABER

Oldest Pencil Factory in America

Factories: Brooklyn, N. Y. and Newark, N. J.
Offices: New York, Chicago, Boston, San Francisco

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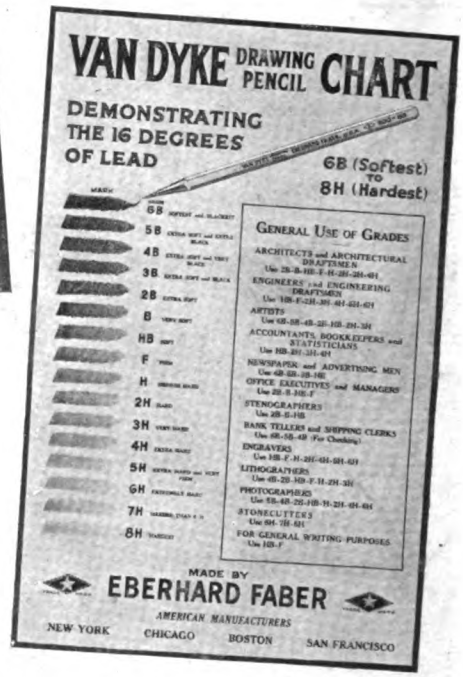
Do You Believe In Signs?

"J"—Large Metal Sign

20" x 28"

A Sales Booster

"J"—sign can be used in selling directly to customers. Each grade is clearly illustrated and eliminates showing samples. Fits well into your show window.



"G" — Van Dyke Drawing Pencil Char

$13\frac{1}{2}$" x $21\frac{1}{2}$"

12"x19½"

"H"—Two Piece Cut-Out

Special display for window or counter. It is lithographed in six colors and has an easel back.

More Education — More Sales

"G" sign demonstrates the uses of the sixteen leads and lists the grades called for by all users of pencils. Your clerks can use this sign to good advantage.

Let us know the size of your window and you will receive enough material to assure a beautiful display. Address your letter to 37 Greenpoint Ave., Brooklyn, N., Y.

EBERHARD FABER
NEW YORK

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P 1668---9381

"J" Sign
Size, 20" x 28"; 6 colors

"32" Sign
Size, 20" x 28"; 6 colors

Signs for the Times

Just Read This

FOSTER & PARKES CO.
NASHVILLE, TENN.

11/21/19.

Eberhard Faber
Brooklyn, N.Y.

Gentlemen:-

We are pleased to acknowledge receipt of the two beautiful signs on the Van Dyke and Mongol Pencils, and we have displayed both of these signs in the front window.

Advertising of this character cannot help but stimulate the sales on a worthy product of this character. We assure you of our co-operation in pushing the sales of this article.

Thanking you, we are

Very truly yours,

J B Richardson

Almost a constant flow of letters of this tone testify to the friendly spirit in which these new Van Dyke Drawing Pencil and Mongol Signs have been received.

We have one for you, and if you will write us we will be glad to send one of each, prepaid.

EBERHARD FABER
NEW YORK

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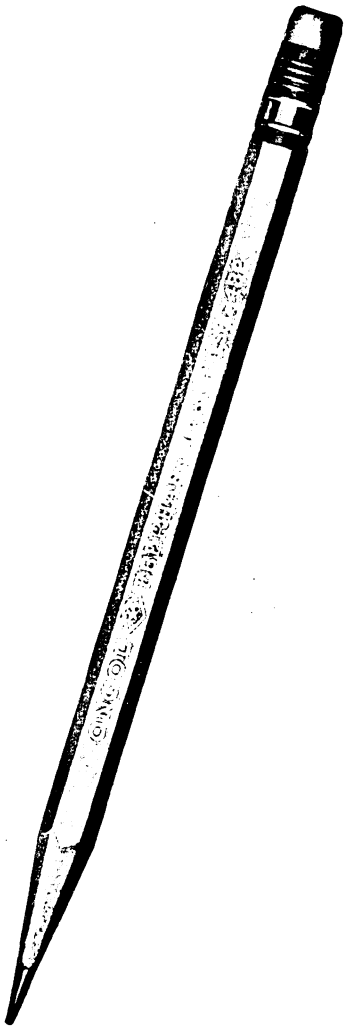
Eberhard Faber's
Beautifully designed
Elegantly bound
Recent catalogue
Has created
An impression
Reaching the
Dealers universally

First and
Above all
Be sure
Each of you
Receive a copy



Be sure you send for our new catalogue

Address us at:
37 Greenpoint Ave., Brooklyn, New York

EBERHARD FABER
"The Oldest Pencil Factory in America"
NEW YORK

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TEAM-MATES

16 degrees of hardness

They work well together — the smooth, tough-leaded, long-wearing pencil and the soft, supple red eraser. They have but one name—

VAN DYKE

which means the highest quality in pencils and erasers.

Always carry them in stock and give your customers the utmost satisfaction.

Write for Booklet
"HOW EBERHARD FABER PENCILS ARE MADE"

EBERHARD FABER
NEW YORK

The oldest pencil factory in America

SERVICE ★ QUALITY

FACTORIES—BROOKLYN, N. Y., AND NEWARK, N. J.

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EBERHARD FABER

Goods of Highest Quality

This group illustrates a few of the Eberhard Faber products.

Van Dyke Drawing Pencils No. 600
Van Dyke Pencils, rubber tipped No. 601
Van Dyke Erasing Rubber, ten sizes No. 6000
Typewriters' Eraser, Circular No. 1080
" " "Comet" No. 1087
Penholder—Para—No. 90—rubber tipped

All are known and popular the world-over. Each has won unqualified approval by all users. The products of Eberhard Faber are assets of 100% value in the stock of dealers everywhere. Is your stock complete and adequate to supply the normal demands of your customers?

Write for booklet
"HOW EBERHARD FABER PENCILS ARE MADE"

EBERHARD FABER

NEW YORK

ESTABLISHED 1849

The Oldest Pencil Factory in America

SERVICE QUALITY

FACTORIES — BROOKLYN, N. Y., AND NEWARK, N. J.

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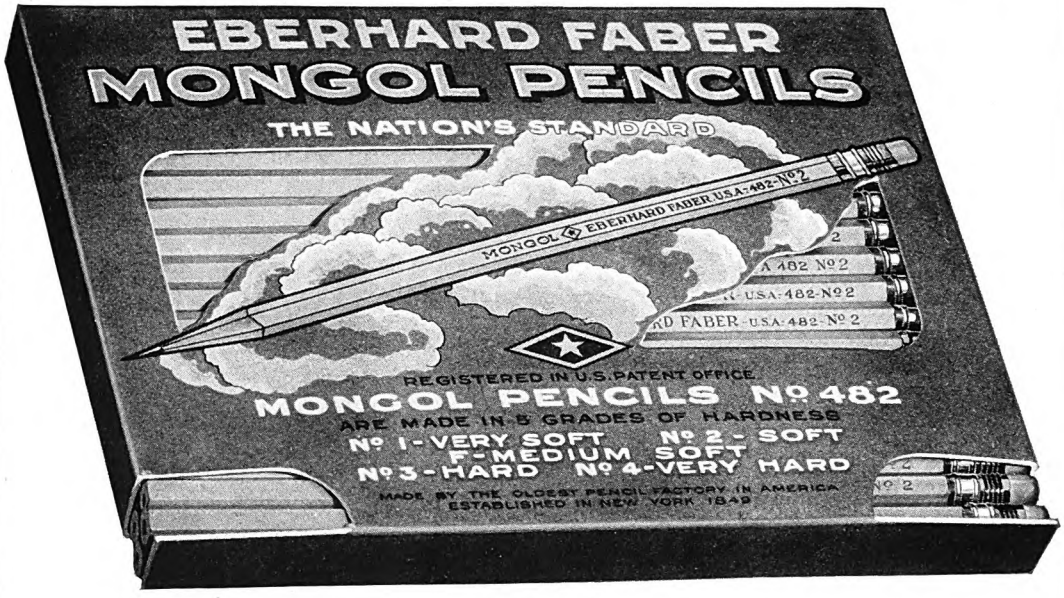
COUNTER DISPLAY BOX NO. 482 D



Containing 36 Mongol Pencils No. 2 Soft

This handy and compact little display box with easel stand is convenient in every way.

1. Occupies little space on the counter.
2. Serves as an excellent display.
3. Keeps the pencils free from dust.
4. Replenishes itself as the pencils are removed.

The top pencils fall into position as the lower ones are removed until the box is empty.

This convenient little box can be ordered under the number of 482 D.

A striking Counter Novelty for retailers

EBERHARD FABER

"The Oldest Pencil Factory in America"

NEW YORK

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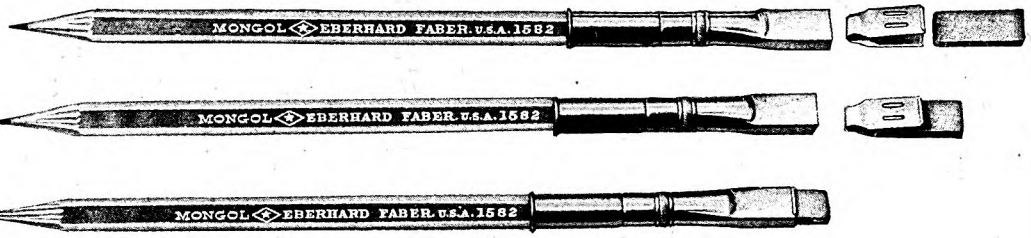
A New Article Just Out!

Mongol No. 1582



THE ONLY PENCIL ON THE MARKET WITH A SOFT ADJUSTABLE ERASER

"Cleans as it erases"

THE soft rubber, fitted in the nickel point protector, eliminates all possibilites of smudging the paper and is noted for its long life and durability.

Another important feature is the fact that the rubber can be adjusted as it wears off.

The pencils are mounted one dozen on an attractively lithographed card.

The erasers for refilling the protectors can be secured separately by ordering No. 1282.

EBERHARD FABER

"The Oldest Pencil Factory in America"

NEW YORK

TRADE MARK

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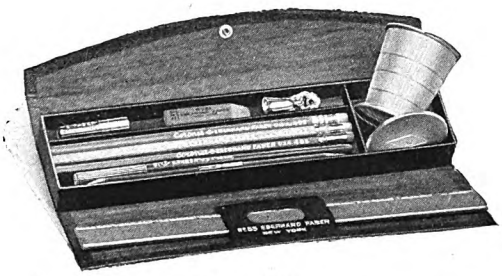
Useful Gifts

The recent vogue of giving *useful* gifts has increased the popularity of Eberhard Faber's Stationery Sets to such an extent that we have added several new distinctive styles.

No. 40



No. 55

There are 24 in all for you to select from, to suit all tastes and requirements.

Send for booklet showing the complete line

EBERHARD FABER

"The Oldest Pencil Factory in America"

NEW YORK

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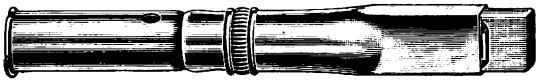
Mongol Pocket Pencil No. 1582

1 DOZEN
ON A CARD.



A popular item every stationer should carry in stock at all times.

Mongol Pencil Protector No. 1682

As furnished with Mongol Pencil No. 1582 can be used on any round and hexagon pencil. It is fitted with a soft red rubber eraser of excellent quality, which may be adjusted as it wears off.

1 DOZEN IN A BOX, HALF GROSS IN CARTON

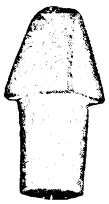
Refill eraser No. 1282 can be ordered separately for Mongol Pencil No. 1582 and Mongol Pencil Protector No. 1682.

"Cleans as it erases"

This Mongol Pencil fitted with Ruby rubber tip No. 1212 is a perfect scoring pencil. The tip will prevent it from rolling off the table when playing cards, or sliding out of your pocket on the way to the ball game or the golf links. It also is a serviceable pencil for ladies to carry in their hand bag.

ONE DOZEN IN A BOX, HALF GROSS IN CARTON

No. 1212



No. 1212 Ruby Tip

A high grade, red pencil eraser, made to fit over the end of any pencil.

HALF GROSS IN BOX.

Very suitable for use with our Van Dyke drawing pencil.

SAMPLES FURNISHED ON APPLICATION

EBERHARD FABER

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NEW YORK

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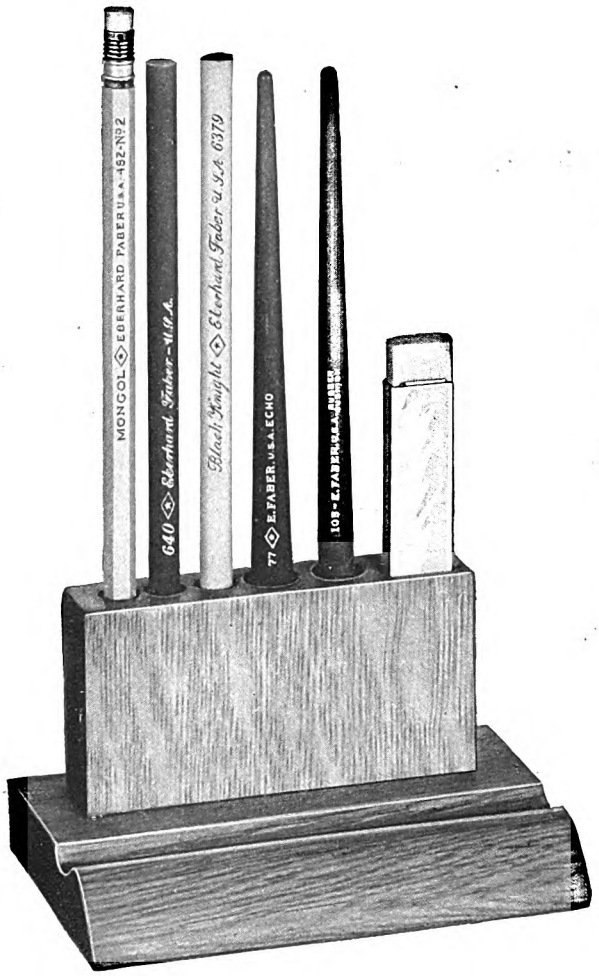
SENTRY DESK STAND



One in a box.

A compact little stand designed to hold pencils, penholders, fountain pen, erasers, etc.

A practical and dignified addition to any desk.

Number
19 "SENTRY"

Finest hardwood desk stand, lustrous polish, *Mahogany* or *Mission Gray* finish, bottom mounted with leather; equipped with writing pencils, checking pencils, penholders, ink and pencil eraser holder, etc.

Working at well arranged desks is a pleasure—everything in its place and a place for everything. This little compact stand is so balanced that it will not tip over, takes up minimum space on a desk and is of such an appearance and design that it makes an excellent and efficient gift.

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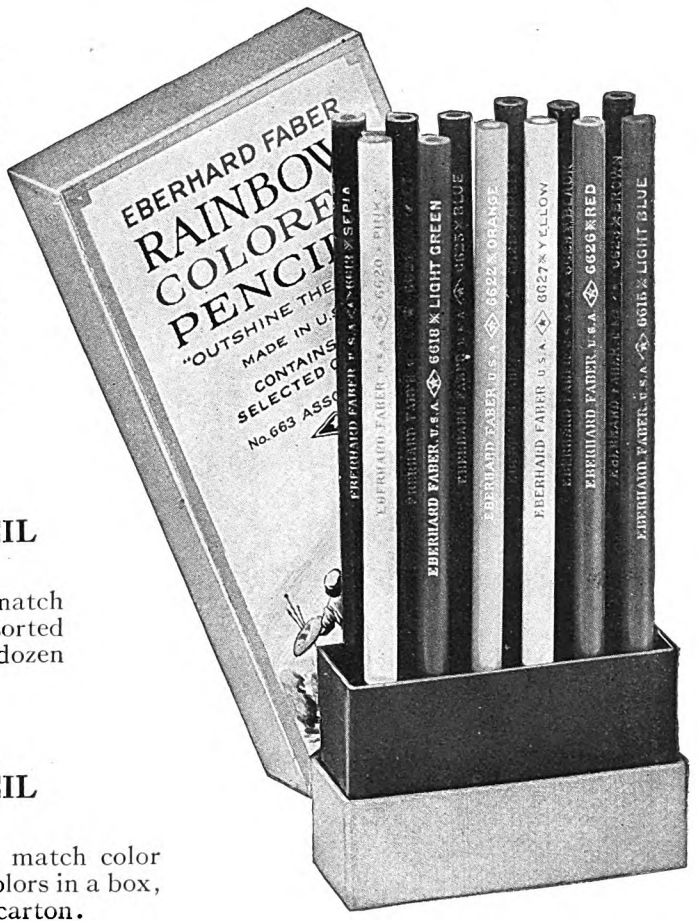
RAINBOW COLORED PENCILS

"Outshine them all"

For Artists, Designers and Scholars

THE function of a fine coloring pencil is the reproduction of the colors existing in nature. There are few pure colors. Of those found in nature the purest are represented by the Rainbow.

The fine smoothness of Eberhard Faber colored pencils and the brightness of the shades, has caused them to merit well the name they bear, Eberhard Faber's Rainbow Colors—"Outshine them all."



Number
663 "RAINBOW" COLORED PENCIL ASSORTMENT

Round, polished to match color of lead, 12 assorted colors in a box, half dozen boxes in a carton.

Number
662 "RAINBOW" COLORED PENCIL ASSORTMENT

Round, polished to match color of lead, 7 assorted colors in a box, 1 dozen boxes in a carton.

Rainbow Colored Pencils are also packed in quarter gross boxes, solid colors as follows:

Number		Number		Number		Number	
6606	Carmine	**6627**	Standard Yellow	**6648**	Olive Green	**6603**	Terra Cotta
6620	Pink	**6617**	Lemon Yellow	**6625**	Dark Blue	**6613**	Sepia
6616	Madder Red	**6633**	Light Ochre	**6615**	Light Blue	**6623**	Brown
6626	Scarlet	**6608**	Sap Green	**6605**	Sky Blue	**6619**	Gray
6622	Orange	**6618**	Light Green	**6624**	Violet	**6611**	White
6607	Dark Yellow	**6628**	Dark Green	**6614**	Purple	**6629**	Black

"The Oldest Pencil Factory in America"

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EBERHARD FABER'S

Rainbow Colored Pencils

"Outshine them all"

No. 673 Rainbow Colored Pencil Assortment

24 Different Colors

6606 Carmine	6648 Olive Green
6620 Pink	6625 Dark Blue
6616 Madder Red	6615 Light Blue
6626 Scarlet	6605 Sky Blue
6622 Orange	6624 Violet
6607 Dark Yellow	6614 Purple
6628 Standard Yellow	6603 Terra Cotta
6617 Lemon Yellow	6613 Sepia
6633 Light Ochre	6623 Brown
6608 Sap Green	6619 Gray
6618 Light Green	6611 White
6628 Dark Green	6629 Black

OUR new attractive box with the *wooden base* enables the user to keep his set of crayons in an orderly fashion. The box can be placed on the desk or table in an upright position and is so weighted that it will not fall over. The pencils thus can be selected as required in the most convenient manner.

Ask for the box with the wooden base

EBERHARD FABER

"The Oldest Pencil Factory in America"

NEW YORK

TRADE MARK

37 Greenpoint Avenue Brooklyn, N. Y.

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New MONGOL *Assortment*

No. 482 A

THIS new method of packing the Mongol pencil, in a half gross folding counter display box, is intended for the stationer who desires to carry the Mongol pencil in the five commercial grades. The box is very attractively printed in our characteristic colors of blue, black and yellow, and makes an attractive appearance on the stationer's counter.

Send in your order for at least one of these new display boxes and be convinced.

EBERHARD FABER

"The Oldest Pencil Factory in America"

NEW YORK

P 1853-MP-6155

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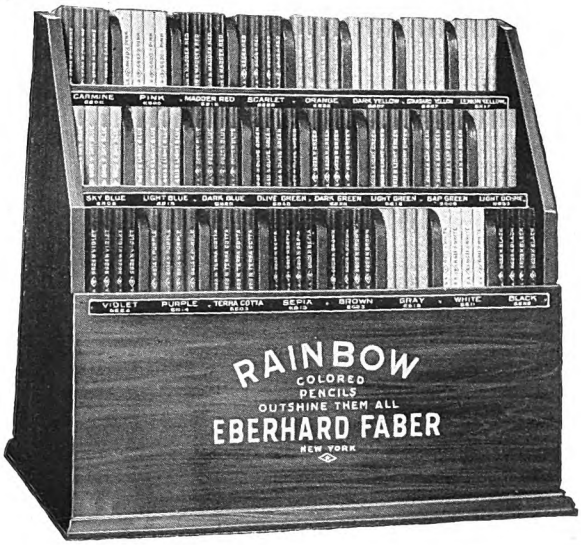
Splendid Mahogany Display Cabinet

Contains 2 gross of colored pencils

24 DIFFERENT COLORS ONE DOZEN OF EACH COLOR



Rainbow Colored Pencils

"Outshine them all"

FOR ARTISTS, DESIGNERS AND SCHOLARS

Colors displayed blended according to the order of the rainbow

6606 Carmine	6627 Standard Yellow	6648 Olive Green	6603 Terra Cotta
6620 Pink	6617 Lemon Yellow	6625 Dark Blue	6613 Sepia
6616 Madder Red	6633 Light Ochre	6615 Light Blue	6623 Brown
6626 Scarlet	6608 Sap Green	6605 Sky Blue	6619 Gray
6622 Orange	6618 Light Green	6624 Violet	6611 White
6607 Dark Yellow	6628 Dark Green	6614 Purple	6629 Black

A high class attribute to the counter of the finest stationer

EBERHARD FABER

"The Oldest Pencil Factory in America"

NEW YORK

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Hurray Okay !!

The Best Pencil for Checking

THERE'S nothing irritates one more,

And gets one's "nanny" —makes one sore

And makes one wildly scratch one's head

Than an imperfect checking lead.

So what's the use of a delay?

Avoid your worries! Use OKAY.

635 Okay Blue
636 Okay Red
640 Okay Red and Blue

EBERHARD FABER

"The Oldest Pencil Factory in America"

NEW YORK

(3700-M P 6158)

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For Your Holiday Business

WITH the "Gift Season" close at hand, stationers are preparing their stocks of merchandise suitable for gift making.

As is usual at this time of year, EBERHARD FABER'S Stationery Sets are among the first items thought of for this use. The suggestions below are offered as an aid to you when making up your list.

Suggestions

No. 46—Artistic (Shown at the left). Contains blotter on inside flap, 10 stationery articles in upper tray and 12 assorted "Rainbow" pencils in lower tray.

No. L—Library. A unique set in fac-simile of a well bound book. Contains 13 useful stationery articles. Ideal for the library table.

No. 55—Drinking Cup Assortment. A very popular number. Contains 10 useful articles including ruler and collapsible drinking cup. Suggested for school children or people who travel on trains.

No. 70—Elite. An all leather case with blotter on inside flap and 10 stationery articles. Used largely by high school and college students.

No. A—Home. A beautiful large box of stationery articles including pencils, penholders, erasers, rubber bands and a ruler. Just the thing for the writing desk at home.

EBERHARD FABER

"The Oldest Pencil Factory in America"

NEW YORK

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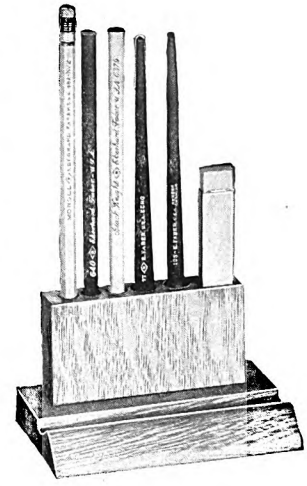
Xmas Time—Gift Time

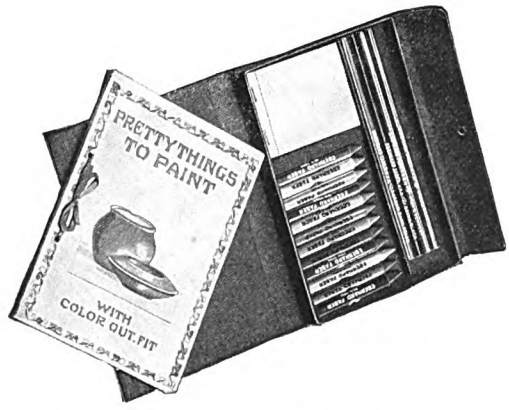
Urge Useful Gifts

PEOPLE are buying more "useful gifts" every year. The items that satisfy more than a passing fancy are coming into greater favor as people realize the sense and value of combining the sentimental with the practical.

The "Sentry" stand, No. 19 (shown at the right) is just such a gift. It is made of the finest hardwood, finished in Mission Gray (19-G), Mahogany (19-M), or Golden Oak (19-O). It is designed to hold pencils, penholders, fountain pen, eraser, letter opener, etc.

Such an article lends dignity to a desk. It helps to keep the working tools within easy reach. It is compact, takes up little space, and is so balanced that it will not tip over.





No. 30 Juvenile Set

THE No. 30 JUVENILE set (illustrated at the left) is a sensible gift for children. A drawing book, made up of several simple sketches, is included to give the children an opportunity to develop whatever artistic talent they may have. The set contains twelve colored crayons and four wooden colored pencils.

EBERHARD FABER

"The Oldest Pencil Factory in America"

NEW YORK

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